

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
LEVEL 1/2
R081/01

CAMBRIDGE NATIONALS IN
CREATIVE iMEDIA

Pre-production Skills

WEDNESDAY 3 JUNE 2015: Morning

DURATION: 1 hour 15 minutes
plus your additional time allowance

MODIFIED ENLARGED

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.

Use black ink. HB pencil may be used for graphs and diagrams only.

Answer ALL the questions.

Read each question carefully. Make sure you know what you have to do before starting your answer.

Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).

INFORMATION FOR CANDIDATES

The number of marks is given in brackets [] at the end of each question or part question.

The total number of marks for this paper is 60.

Quality of Written Communication will be assessed in the question marked with an asterisk (*).

Any blank pages are indicated.

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Answer ALL the questions

SECTION A

Three Oaks, a supermarket chain, is launching a Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream. You have been asked to develop the pre-production documents for the advertising campaign for this sale.

- 1 One of the main methods of advertising will be the use of printed adverts in magazines. Three Oaks has asked that you produce a mood board for the magazine adverts.**

(a) (i) State ONE purpose of a mood board.

_____ **[1]**

(ii) State THREE items that can be included on a mood board.

1 _____

2 _____

3 _____

[3]

(iii) Explain ONE way the mood board can be used to plan for the magazine adverts.

[2]

2 A radio advert will be used to promote the Summer Bank Holiday Sale. A script is required for this advert.

(a) Identify TWO pieces of information that will be included in the script.

1 _____

2 _____

[2]

(b) Explain ONE purpose of the script.

_____ **[2]**

(c) Identify a suitable file format for the finished radio advert.

_____ **[1]**

3 Three Oaks has provided you with a written client brief for the Summer Bank Holiday Sale advertising campaign. In this client brief, Three Oaks has set out its requirements for the campaign.

(a) (i) The client brief has defined the colour scheme. Identify THREE OTHER pieces of information that you could expect to find in this client brief.

1 _____

2 _____

3 _____

[3]

(ii) Explain ONE reason why Three Oaks would state the colour scheme to be used in the advertising campaign.

_____ **[2]**

The income of the target audience of the supermarket advertising campaign needs to be considered during pre-production.

- (b) (i) Explain ONE way that the income of the campaign's target audience will affect the content of the adverts used.**

[2]

- (ii) The target audience can be categorised by income. Identify TWO OTHER ways that the supermarket's target audience can be categorised. For each category provide an example to illustrate your point.**

Category _____

Example _____

Category _____

Example _____

[4]

- 4 A video campaign will be used to launch the Summer Bank Holiday Sale. This will involve a large team working together to produce a number of video adverts.**

To support this you have been asked to draw up a work plan for the production of these video adverts.

(a) (i) Explain ONE purpose of a work plan.

[2]

(ii) Identify THREE items that would be included on a work plan.

1 _____

2 _____

3 _____

[3]

(iii) Explain ONE reason why using the work plan would help when working with a large team to produce the video adverts.

[2]

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SECTION B

- 5 Three Oaks has asked to see your ideas about how the magazine advert will look for the Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream.**

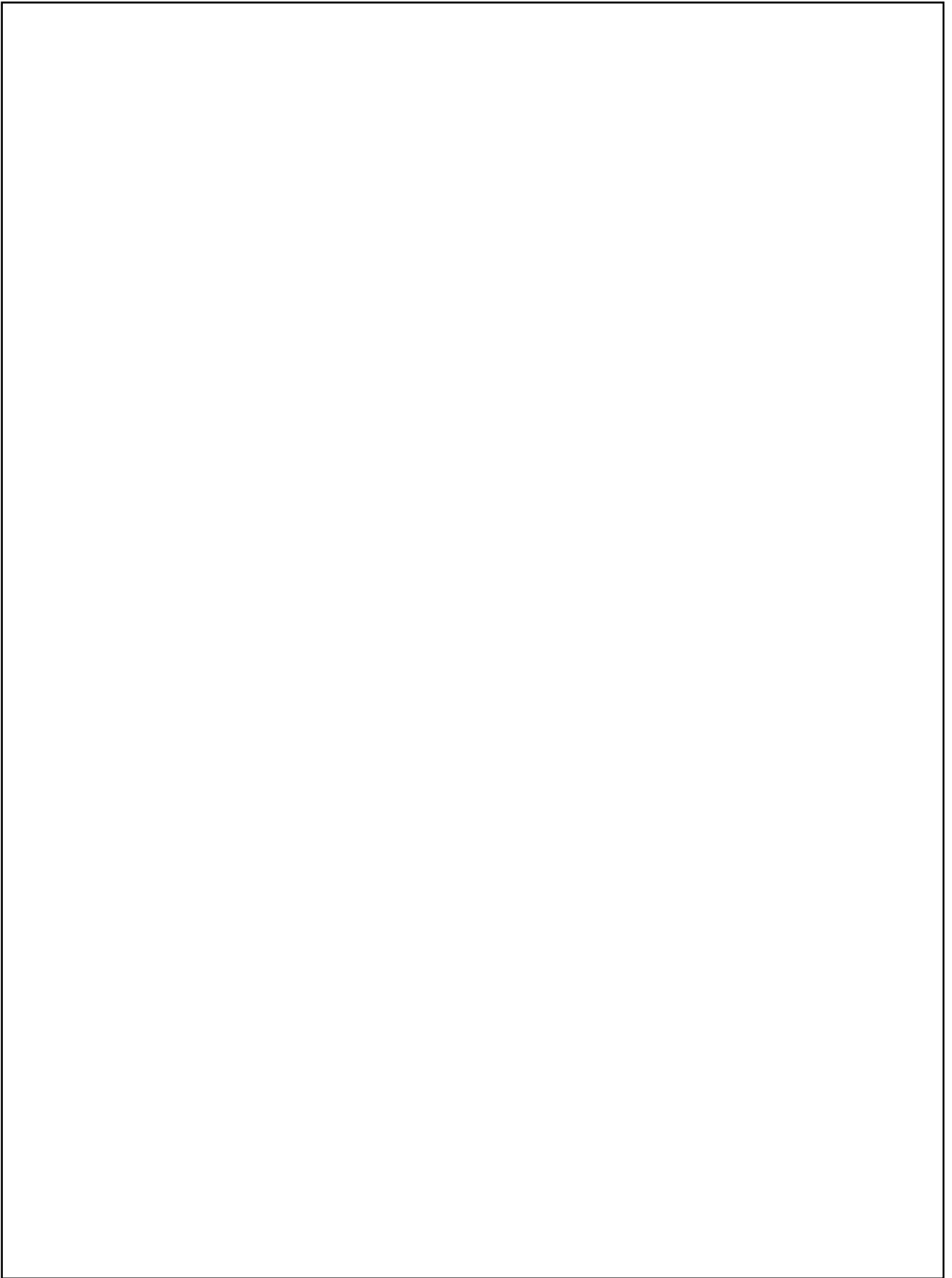
Create a visualisation diagram for the magazine advert for the Summer Bank Holiday Sale.

Marks will be awarded for:

content

layout

fitness for purpose. [7]



- 6 A video will be created and used as a pop-up advert on various websites. FIG. 1 below contains the first draft of a script for part of the advert.**

FIG. 1

EXT. (EXTERIOR) – GARDEN

In bright sunshine.

Children playing in the garden laughing and chasing each other.

INT. (INTERIOR) – KITCHEN

Male parent looking into cupboard.

MALE PARENT

Aah.

EXT. (EXTERIOR) – PARK

Long shot

Four people sitting down on rug and talking, listening to music, with a disposable barbecue.

Female in group reaches into bag and finds it's empty.

FEMALE IN GROUP

Aah.

FEMALE VOICE-OVER (VO)

Don't let the Bank Holiday turn into a disappointment.

Remember this Bank Holiday to stock up on food to make the last days of Summer go out with a swing.

EXT. (EXTERIOR) – SUPERMARKET SHOP

Long shot

FEMALE VOICE-OVER (VO)

This week only: 20% off all fresh meat.

20% off all bread rolls.

25% off all disposable barbecues.

Offers end Sunday.

(a) (i) Identify TWO visual characters from the script.

1 _____

2 _____ [2]

(ii) Identify TWO locations used in the script.

1 _____

2 _____ [2]

(b) Explain ONE reason why an EXTERIOR LONG SHOT of the supermarket is used.

_____ [2]

(c) Explain TWO aspects of the script that require more detail so that it becomes more useful as a pre-production document.

1 _____

2 _____

[4]

(d) The finished advert will be used as a pop-up advert on various websites.

Identify a suitable file format for the finished advert. Give a reason to support your choice.

Format _____

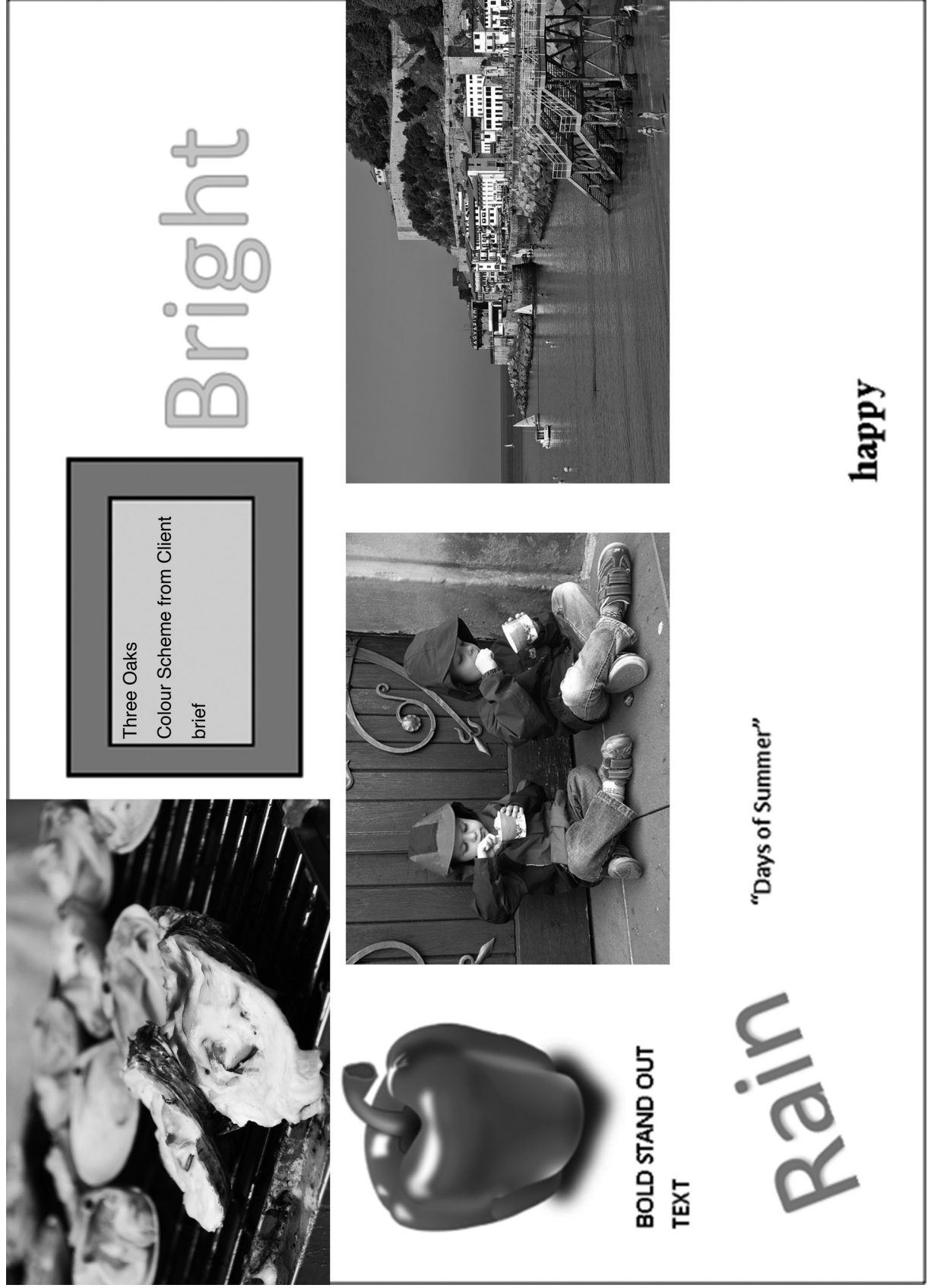
Reason _____

[2]

QUESTION 7 IS BASED ON FIG. 2

FIG. 2 opposite is the first draft of a pre-production mood board for a television advert for the Summer Bank Holiday Sale. The advert will be shown on national television channels between programmes at prime-time viewing, before 9 pm in the evening.

FIG. 2



- 7* Discuss the suitability of the mood board in FIG. 2 for the television advert. You should include any areas for improvement. [12]**

The quality of written communication will be assessed in your answer to this question.

[illegible]

END OF QUESTION PAPER

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