

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

CAMBRIDGE NATIONALS
IN CREATIVE iMEDIA
Pre-production skills

THURSDAY 7 JANUARY 2016: 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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

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.

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

Any blank pages are indicated.

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Answer ALL the questions.

SECTION A

ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet.

- 1 ZetaLevel is going to use a TV advert to promote the toy. You have been asked to produce a storyboard for the TV advert.**

- (a) (i) State ONE purpose of a storyboard for this TV advert.**

_____ **[1]**

- (ii) State TWO reasons why a storyboard is a suitable choice for a pre-production document for this TV advert.**

1 _____

2 _____

_____ **[2]**

(iii) Identify FOUR items that could be included on the storyboard for this TV advert.

1 _____

2 _____

3 _____

4 _____

[4]

2 The TV advert will require a script to be written.

Identify ONE item of information that would appear on the script for this TV advert but will not appear on the storyboard.

_____ **[1]**

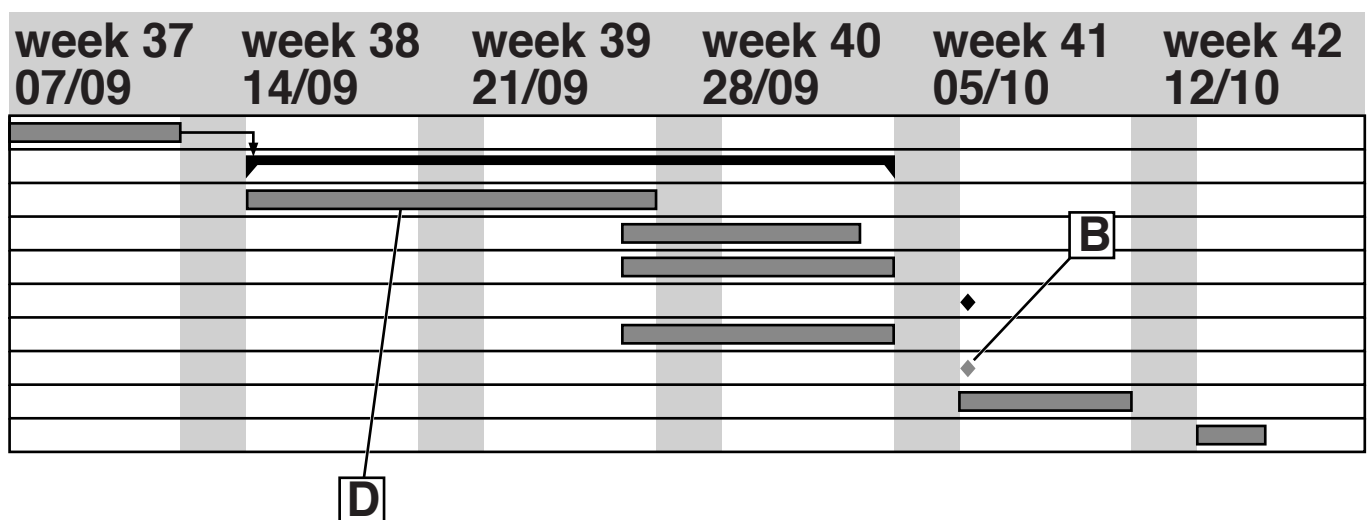
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3 A radio advert will also be created to promote the new construction toy and a work plan has been produced.

A

Name	Begin date	End date
• Plan advert	28/08	11/09
• Voice over	14/09	02/10
• Script write	14/09	25/09
• Record actor	25/09	01/10
• Edit voice over	25/09	02/10
• Voice complete	05/10	05/10
• Music	25/09	02/10
• Music complete	05/10	05/10
• Final edit	05/10	09/10
• Publish	12/10	13/10

C



Identify the different parts of the work plan by drawing lines between the labels on the left and the correct descriptions on the right below. [4]

Label

A
B
C
D

Description

milestones
resources
timescale
activities
task

4 ZetaLevel has requested a meeting with you to discuss the first drafts of your pre-production documents.

(a) Explain ONE benefit to ZetaLevel of this meeting.

[2]

(b) (i) Explain ONE benefit to you of having this meeting with ZetaLevel.

[2]

(ii) Identify THREE items you would take to the meeting with ZetaLevel.

1

2

3

[3]

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- 5 At the meeting with ZetaLevel, it was decided that a film crew need to go to the factory and shoot footage of the new toy being made.**

Before the film crew can begin working, they will need to carry out a location recce.

- (a) Explain ONE purpose of the location recce for this TV advert.**

[2]

Before filming begins, a risk assessment needs to be completed.

- (b) Describe ONE purpose of the risk assessment for the filming of the TV advert.**

[2]

(c) Explain ONE reason why a risk assessment is necessary for the filming.

[2]

6 The new product is a construction toy using building blocks of different sizes. The toy has a pre-school aged target audience. The product will be promoted on the internet using digital graphics.

(a) Explain ONE way in which the age of the target audience will affect the choice of colours used in these digital graphics.

[2]

(b) Describe how the language used on these digital graphics will have to appeal to the young target audience.

[2]

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SECTION B

FIG. 1 is the script for part of the TV advert.

FIG. 1

**INT. (INTERIOR) OF HOUSE – LOUNGE WITH DOOR
LEADING TO ANOTHER ROOM**

**Young boy on knees next to low table, playing with
bricks and cuddly toy.**

Music coming from another part of the house.

**Young child smiling, picks up cuddly toy and says to
cuddly toy.**

YOUNG CHILD

Alfie. Look at your new home.

Young child looks up and points at bricks on table.

YOUNG CHILD

Look at Alfie's new home.

Parent smiling.

PARENT

That's a brilliant house!

Young child frowns.

YOUNG CHILD

It's not a house, it's a castle. Alfie is the king.

Parent smiling, moves towards the child by the table.

PARENT

Oh yes, sorry. I can see the turrets now.

Young child looks and smiles at parent.

YOUNG CHILD

Alfie, it's time for bed now.

Young child lays Alfie down in the brick castle and makes snoring noise.

7 (a) Identify TWO sounds in this scene.

1 _____

2 _____ **[2]**

(b) Identify, apart from the actors, ONE other user of this script.

_____ **[1]**

8 Using the script in FIG. 1, construct a storyboard that can be given to the production team to help them film the TV advert.

Marks will be awarded for:

content

layout

fitness for purpose. **[10]**

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9 The TV advert will be filmed in HD, creating large file sizes for the finished product.

(a) Identify TWO methods that can be used to reduce the file size of this HD video.

1 _____

2 _____

[2]

Two versions of the TV advert will be produced, one for use on TV and one for use on the internet.

(b) Identify TWO video file formats and explain why each would be suitable for its intended use.

TV Format: _____

Reason: _____

Internet Format: _____

Reason: _____

[4]

Question 10 is based on FIG. 2.

FIG. 2 is the first draft of a pre-production visualisation diagram for a digital graphic to be given to the graphic artist to create. The digital graphic will be used as an advert on the internet and in paper-based publications.

FIG. 2

TITLE

Child



Bricks



Brick Wall



Price Range

Web Address

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

[illegible]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

[illegible]

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