

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

CAMBRIDGE NATIONALS
IN CREATIVE iMEDIA

Pre-production skills

TUESDAY 10 JANUARY 2017: 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:

Loose sheet for Section B

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.

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

A new teenage fashion magazine, called BGStyle, is being published in March.

1 The magazine will be promoted in a number of audio-visual adverts on the internet.

(a) (i) Identify the MOST appropriate pre-production document, other than a script, for planning the audio-visual adverts.

_____ **[1]**

(ii) State THREE items that could be included on this document.

1 _____

2 _____

3 _____

[3]

**(b) A script is required for the audio-visual adverts.
State TWO uses of the script.**

1 _____

2 _____

[2]

- 2 The BGStyle magazine has a teenage target audience of all genders.**
- (a) (i) Identify ONE type of primary research, other than using focus groups, that could be used to gather data from the target audience.**

[1]

The use of focus groups allows questions to be asked directly to the members of the target audience in interviews.

- (ii) Explain why using focus groups as part of primary research for the magazine will allow detailed information to be gathered.**

[2]

Secondary research is another form of collecting information to help produce the new magazine.

(b) Identify ONE method of secondary research and explain how it can be used in the production of the magazine.

[3]

3 BGStyle magazine will include images of clothes and styles that are still being created by designers and are not yet being produced for sale in shops. The clothes in the images are the intellectual property of the designers.

Describe ONE step that BGStyle must take so that they can use these images.

[2]

SECTION B

- 4 (a) BGStyle wants to design a special front cover for the first edition of the magazine and you have been asked to create a mood board to show to a production meeting where the layout of the front cover is being discussed.**

Choose SIX images from FIG. 1 on the Loose Sheet to create the mood board for the special front cover of BGStyle magazine. Use the space opposite.

You do not need to draw the images. You must show which images you have chosen and where you would position them on the mood board.

Marks will be awarded for:

fitness for purpose;

annotations to justify your choices. [12]

- (b) (i) A physical mood board is also created by another member of the production team.**

Identify TWO items other than images that could be included on the physical mood board.

1 _____

2 _____

[2]

- (ii) The physical mood board needs to be sent to a number of other people in the production team.**

Identify ONE piece of hardware that could be used to convert the physical mood board into a digital version.

_____ **[1]**

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5 BGStyle magazine will contain a wide range of articles covering fashion, music and events. Each edition will also include competitions with readers winning samples of the products promoted in the magazine.

(a) Create a pre-production visualisation diagram of the contents page for the BGStyle magazine in the space on the opposite page.

Marks will be awarded for:

content;

layout;

fitness for purpose;

annotations to justify decisions. [10]

(b) Identify TWO pieces of hardware that could be used to create the digital visualisation diagram for the contents page of the BGStyle magazine.

1 _____

2 _____

[2]

- 6 During the photography shoot for the BGStyle magazine, consideration must be given to the health and safety of the staff involved.**

For each of the aspects below identify ONE health and safety risk and describe ONE method to reduce the risk.

Lighting equipment

Power cables

[4]

- 7 The production of the BGStyle magazine involves a large number of people who use a work plan to coordinate their work.**

Identify THREE parts, other than tasks, of a work plan.

1 _____

2 _____

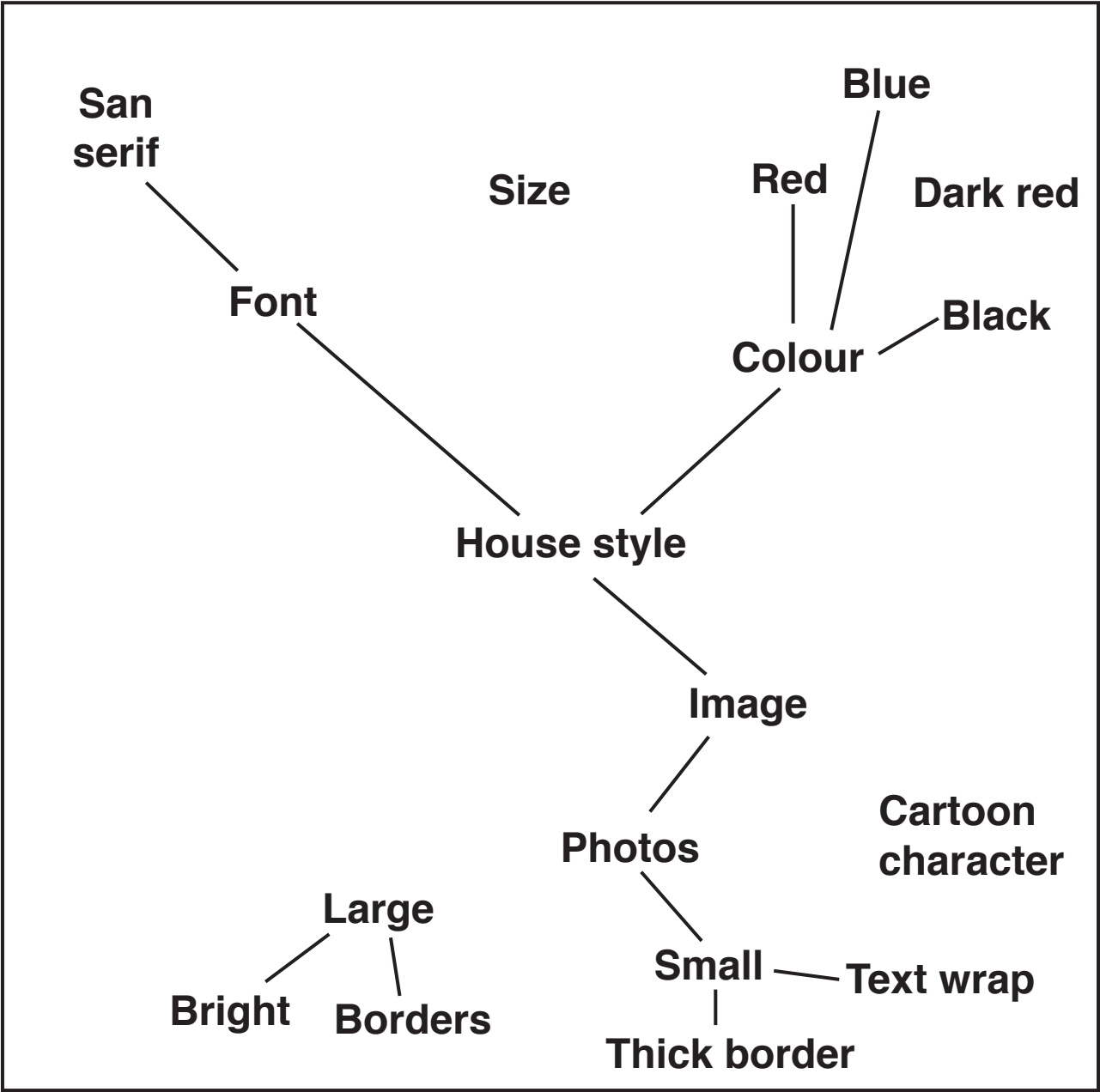
3 _____

[3]

Question 8 is based on FIG. 2.

FIG. 2 is the first draft of a mind map about a possible house style for the magazine. This mind map is to be given to the graphics department of the magazine.

FIG. 2



- 8* Discuss the suitability of the content and layout of the mind map in FIG. 2 for use by the graphics department. You should include any strengths, weaknesses and areas for improvement. [12]**

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

[illegible]

[illegible]

END OF QUESTION PAPER

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