

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
LEVEL 1/2**

R081/01

**CAMBRIDGE NATIONALS IN
CREATIVE iMEDIA**

Pre-production skills

WEDNESDAY 7 JUNE 2017: Morning

**DURATION: 1 hour 15 minutes
plus your additional time allowance
MODIFIED ENLARGED 24pt**

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 Question 10.

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 will be assessed in the question marked with an asterisk (*).

Any blank pages are indicated.

Answer ALL the questions.

SECTION A

Progressive Park is a theme park which has a new ride opening next summer. The new rollercoaster ride will allow riders to wear virtual reality goggles as they speed through different parts of the United Kingdom (UK) at various times in its history.

1 You have been asked to create a visualisation diagram for a poster that will be used to promote the new ride.

(a) Identify THREE items, other than annotations, which could be included on the visualisation diagram for the poster.

1 _____

2 _____

3 _____

[3]

(b) Explain ONE reason why annotations would be added to the visualisation diagram for the poster.

[2]

(c) Explain ONE purpose of the visualisation diagram for the poster.

[2]

2 During the first project meeting about the new ride, ideas were expressed by different members of the design team.

(a) Identify the MOST appropriate pre-production document to capture these ideas.

_____ **[1]**

(b) Identify TWO items that would be included on this document.

1 _____
2 _____
_____ **[2]**

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3 Below is a section of the client brief from Progressive Park for the new ride project.

The new ride is due to open in 12 months' time, which is how long it will take to build the rollercoaster ride.

There will be four multimedia sections for the virtual reality aspect covering different periods in the history of the UK:

**Victorian era;
World War II;
The 1970's;
Modern times.**

Each of the multimedia sections will include video, a soundtrack (music, noises, etc.) and a narration guiding the rider through the history of the UK.

The pre-production planning for these four multimedia sections needs to be completed with 10 months remaining on the project. This will then allow the creation of these multimedia sections to be carried out, each within a 2-month period. There can only be a small production team to keep costs down, so the construction of each section will need to be completed before the next one is started.

- (a) (i) From the client brief identify TWO time restrictions on the production.**

1 _____

2 _____

[2]

- (ii) From the client brief identify ONE design requirement.**

_____ [1]

- (iii) Using the information provided in the client brief, create a work plan for the production of the multimedia sections of the ride together with the overall timescale for the project. Add the relevant information to the chart opposite (Fig. 1). [5]**

Fig. 1

TASKS	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
New Ride Project												
• Planning												

- 4 Identify ONE piece of legislation for the production workers that needs to be considered during the production of the multimedia virtual reality sections.**

_____ **[1]**

- 5 The target audience for the ride needs to be analysed during pre-production.**

- (a) Explain why accessibility will need to be considered during the pre-production of the multimedia virtual reality sections.**

_____ **[2]**

(b) Identify ONE piece of hardware, other than a monitor and computer, that could be used to create a digital pre-production document for the new ride and describe how it could be used.

[3]

(c) Identify the MOST suitable type of software for creating a Visualisation Diagram.

[1]

(d) During the planning of the multimedia sections of the ride, research is carried out using secondary sources.

Describe what is meant by a 'secondary source'.

[2]

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SECTION B

- 6 Publicity for the ride will require the capturing of images of the ride and park to use in various leaflets and posters.**

Create a mind map in the space opposite that can be used by the production team to help plan the capturing and editing of these images. [7]

- 7 (a) Create a 30 second storyboard on the page opposite for the fourth multimedia virtual reality section ‘Modern Times’ in the UK. This will appear in the virtual reality goggles that the rider will wear whilst they are on the ride.**

Marks will be awarded for:

**content;
layout;
fitness for purpose;
scene information. [10]**

- (b) Identify a suitable file format for the final storyboard.**

_____ [1]

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- 8 The multimedia virtual reality sections will be played as videos in the goggles of the riders as they move along the ride.**

Identify a suitable file format for the video.

_____ **[1]**

- 9 During the production of these multimedia sections a virtual camera will be used as well as a digital video camera.**

Explain how a virtual camera is different to a digital video camera.

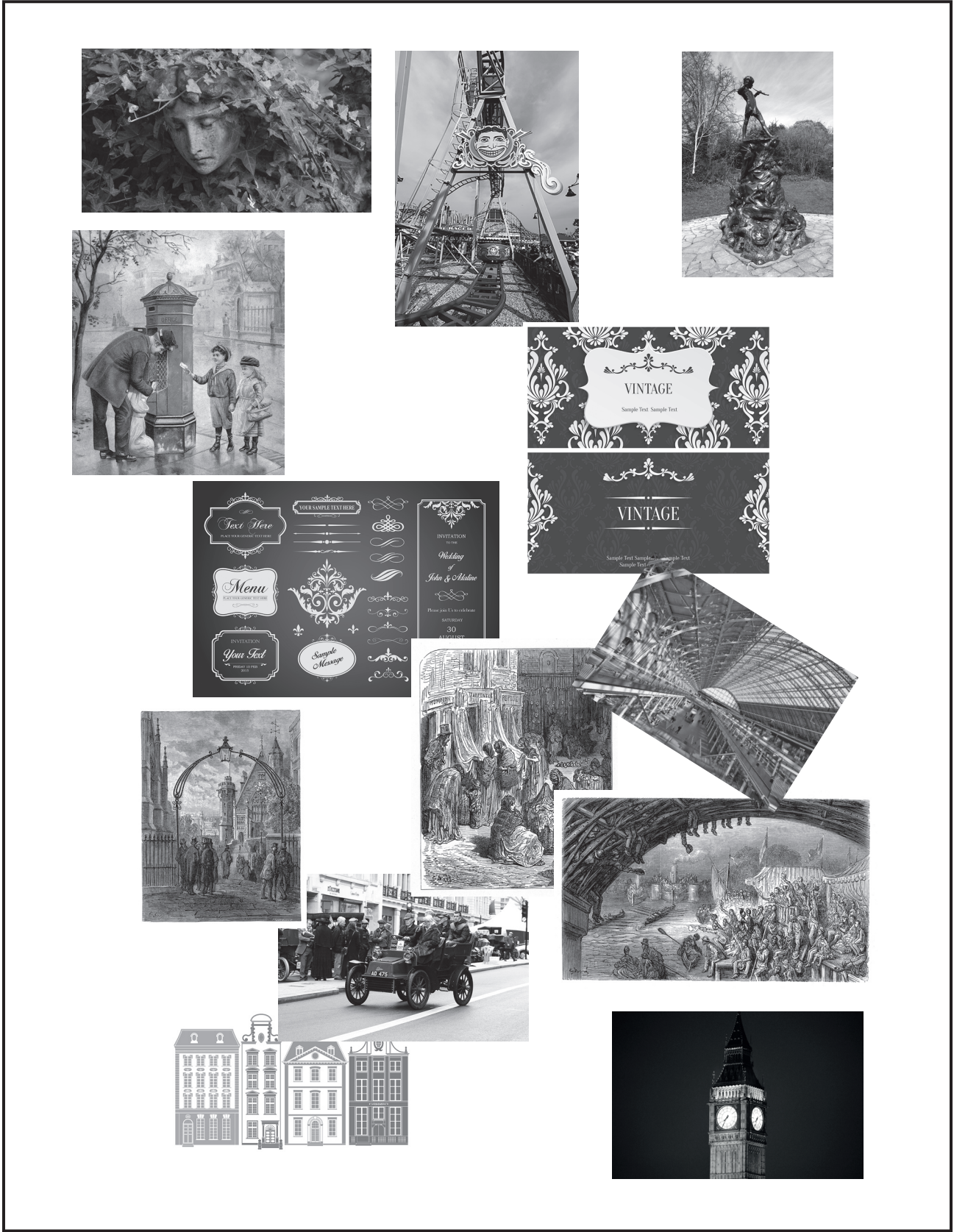
_____ **[2]**

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Question 10 is based on Fig. 2 opposite. A larger version is also provided on the loose sheet to help you.

Fig. 2 is the first draft of a mood board for the Victorian era section of the ride. This mood board is to be given to the pre-production team to help them develop the pre-production materials for this section.

Fig. 2



10* Discuss the suitability of the Victorian era section mood board in Fig. 2. You should include strengths, weaknesses and any areas for improvement.

*** The quality of written communication will be assessed in your answer to this question. [12]**

[illegible]

[illegible]

END OF QUESTION PAPER

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