

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
LEVEL 1/2
R081/01
CAMBRIDGE NATIONAL IN
CREATIVE iMEDIA
Pre-production skills
TUESDAY 9 JANUARY 2018:
Morning
DURATION: 1 hour 15 minutes
plus your additional time allowance
MODIFIED ENLARGED 24pt

Candidate forename		Candidate surname	
Centre number			

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 front 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 is assessed in the question marked with an asterisk (*).

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Answer ALL the questions.

SECTION A

EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time. EmVeTion wants to launch an advertising campaign to promote the new comic and internet-based animation series.

1 EmVeTion has requested that you produce a physical mood board for the Velocity Girl comic and animation series.

(a) Identify FOUR items that could be included on the physical mood board for the Velocity Girl comic and animation series. [4]

1 _____

2 _____

3 _____

4 _____

(b) Explain ONE reason why a mood board is a suitable pre-production document for the Velocity Girl comic and animation series.

_____ **[2]**

(c) Describe ONE method for converting the physical mood board into a digital version.

[2]

2 FIG. 1 opposite is a work plan for the production of the Velocity Girl comic.

(a) Using FIG. 1, complete the table below to identify the different parts of the work plan labelled A–E.

The first row of the table has been filled in for you. [4]

Terminology	Letter
Tasks	D
Timescales	
Contingencies	
Milestones	
Activities	

(b) Using ONE of the tasks on the work plan, explain how the term ‘workflow’ is applied to the production of the Velocity Girl comic.

[3]

Weeks

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

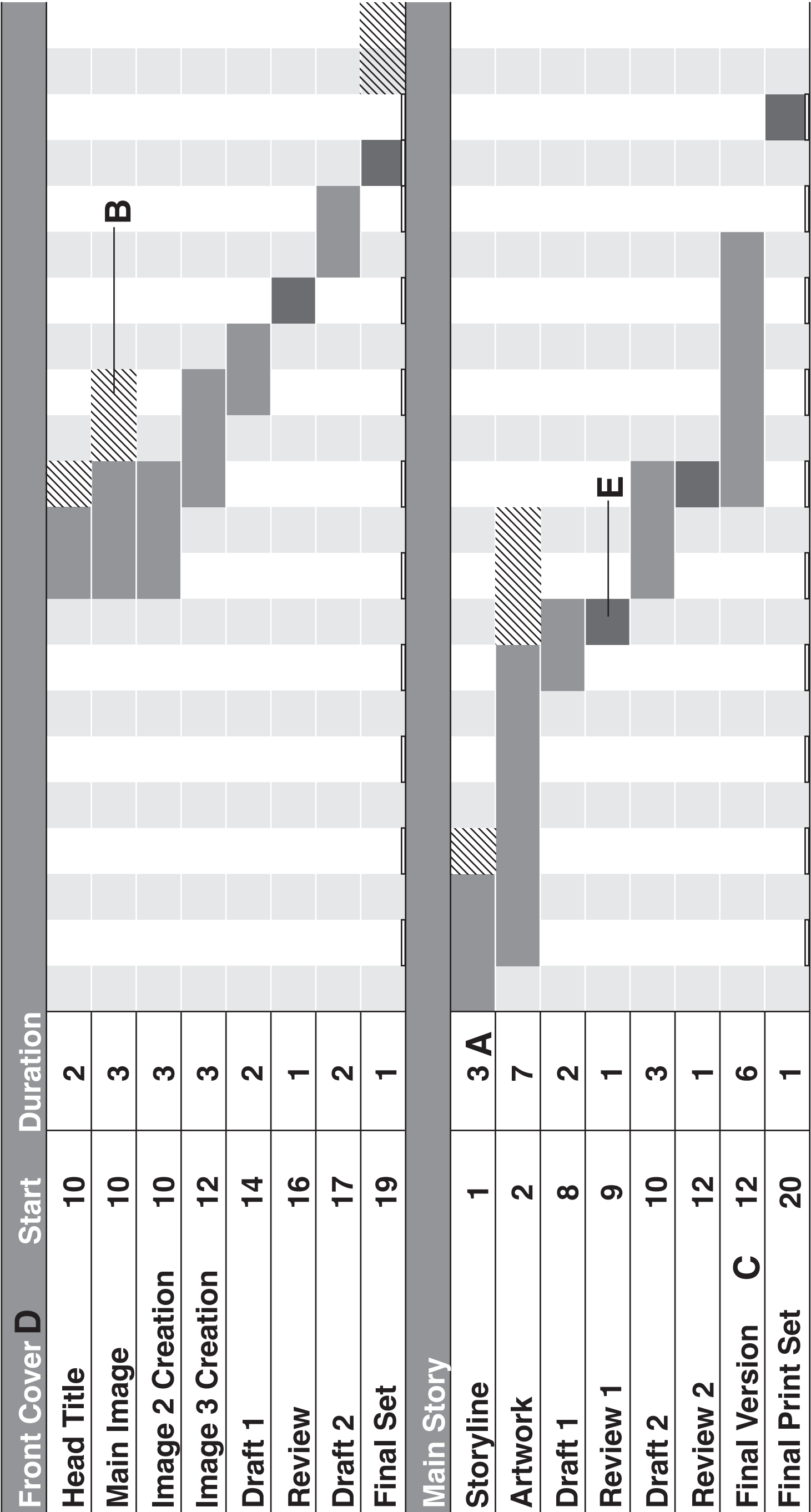


FIG. 1

- 3

Describe TWO health and safety issues that should be considered when the animators are using computers to develop the Velocity Girl comic and animation series.
- 1
- 2
- [4]

4 The animation series of Velocity Girl requires the creation of a number of storyboards. The series will be shown on the internet and it will consist of a number of episodes called webisodes.

(a) (i) Identify TWO items of hardware that could be used to create the Velocity Girl animation series.

1 _____
2 _____
[2]

(ii) Identify TWO types of software, other than animation software, that could be used during the production of the Velocity Girl animation series.

1 _____
2 _____
[2]

(b) Explain ONE reason why a storyboard is a suitable pre-production document for a Velocity Girl webisode.

_____ **[2]**

5 The production of the Velocity Girl comic and animation series is governed by a number of acts of legislation.

(a) Identify TWO acts of legislation that would apply to the creation of the animated series. Choose from the list below and place a tick (✓) in the boxes alongside the TWO relevant acts. [2]

Acts of legislation	Relevant act
Data Protection Act	
Communications Act	
Copyright, Designs and Patents Act	
Health and Safety at Work Act	

(b) The Velocity Girl character will be protected by intellectual property rights held by EmVeTion. Explain ONE reason why the intellectual property rights are important to EmVeTion.

[2]

6 Identify a suitable file format for the final electronic versions of the following products:

Velocity Girl comic _____

Velocity Girl webisode _____

[2]

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SECTION B

- 7 The Velocity Girl comic is a new comic series that is due to be launched in January. Velocity Girl is about a girl aged 14 who has the ability to move fast in water and on land. The main target audience is girls aged between 10 and 16. EmVeTion hopes that boys will also read the comic.**

You have been asked to create a visualisation diagram for the front cover of the first edition of the Velocity Girl comic. Use the box opposite.

Marks will be awarded for:

- **content**
- **layout**
- **fitness for purpose**
- **annotations to justify decisions. [9]**

- 8 **FIG. 2 is an excerpt from the script for webisode 1 of the Velocity Girl animation series. In this section, Velocity Girl discovers that she can swim fast, as well as run fast.**

FIG. 2

EXT. (EXTERIOR) – STREET

Long shot

Velocity Girl runs down the street (fast) chasing the jewel thief towards the marina.

EXT. (EXTERIOR) – MARINA

Mid shot

Jewel thief jumps into a boat in the marina and starts the engine.

Jewel thief looks at Velocity Girl as she gets to the marina. (Smiles) Jewel thief moves boat away from the marina's side.

Mid shot

Velocity Girl stops at the end of the marina and watches the boat move away.

VELOCITY GIRL

Aah!

Long shot

A police car stops behind Velocity Girl and the policeman jumps out of the car.

POLICEMAN

Stop!

Mid shot

Velocity Girl turns and looks at the policeman. Velocity Girl jumps into the water and swims after the boat.

POLICEMAN
Stop now!

Close up

Policeman then stops suddenly and watches Velocity Girl swimming quickly and catching up with the boat.

(a) (i) Identify ONE location from the script.

_____ **[1]**

(ii) Identify TWO camera shot types from the script.

1 _____

2 _____ **[2]**

(iii) Identify TWO examples of stage direction from the script.

1 _____

2 _____ **[2]**

(b) Explain ONE way in which the script can be improved to make it more useful to the animators creating the animation series.

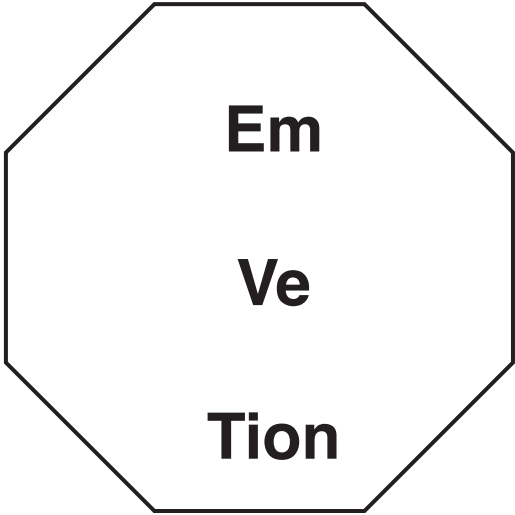
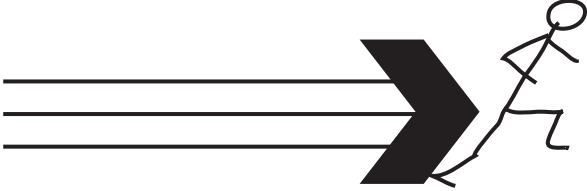

[3]

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QUESTION 9 IS BASED ON FIG. 3

FIG. 3 is the second draft of the storyboard for the opening title sequence of the webisodes for the Velocity Girl animation series. This storyboard will be given to the animator, who will create the title sequence.

FIG. 3

	Once she thought that she was just the fastest in her school	
Background: Black Text Colour: Light blue with light blue border on shape Time Duration: 5 seconds	Background: Aqua blue Text Colour: Dark blue Time Duration: 6 seconds	Background: Aqua blue Line Colour: Yellow (top) lime green (bottom) Time Duration: 3 seconds
<i>Velocity Girl</i>	Then she changed schools	
Background: Aqua blue Text Colour: Lime green with italic emphasis Time Duration: 5 seconds	Background: Aqua blue Text Colour: Dark blue Time Duration: 6 seconds	Background: Aqua blue Line Colour: Yellow (top) lime green (bottom) Time Duration: 3 seconds

9* Discuss the suitability of the storyboard in FIG. 3 for the opening title sequence of the webisodes for the Velocity Girl animation series. You should include any 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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