

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

CAMBRIDGE NATIONALS IN
CREATIVE iMEDIA

Pre-production skills

WEDNESDAY 6 JUNE 2018: 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 Questions 5 and 9

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.

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

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Answer ALL the questions.

SECTION A

‘Words from the Planet’ is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. ‘Words from the Planet’ will use a variety of media to raise awareness of the issues faced.

- 1 You have been asked to create a number of pre-production documents to take to the first campaign meeting.**

- (a) Identify THREE items, other than annotations, which could be included on a visualisation diagram for a flyer to publicise the ‘Words from the Planet’ campaign.**

1 _____

2 _____

3 _____

[3]

- (b) Explain the purpose of a digital mood board for the ‘Words from the Planet’ campaign.**

_____ **[2]**

2 Several short 30 second films will be made to explain each of the environmental issues facing the Planet.

(a) A storyboard will be created for each of these films. Explain ONE reason why this is the MOST suitable document for planning these films.

[2]

(b) Explain how the following aspects of the storyboard help the production team.

Camera angles

Scene numbers

Camera movements

[6]

3 The films will be shown on various websites as well as on screens in amusement parks.

(a) Explain how the wide age range of the ‘Words from the Planet’ target audience will affect the content of the films.

[3]

(b) Identify TWO aspects, other than age, of target audiences that could be considered when planning these films.

1 _____

2 _____

[2]

4 The name of ‘Words from the Planet’ will be trademarked with the ™ symbol.

(a) Explain what the Trade Mark ™ symbol means when it is used with the campaign’s name.

[2]

The ‘Words from the Planet’ campaign will use images taken from space showing the world’s oceans. The copyright of these images is held by the space organisations who took the images.

(b) Describe what steps must be taken so that these images can be used.

[2]

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SECTION B

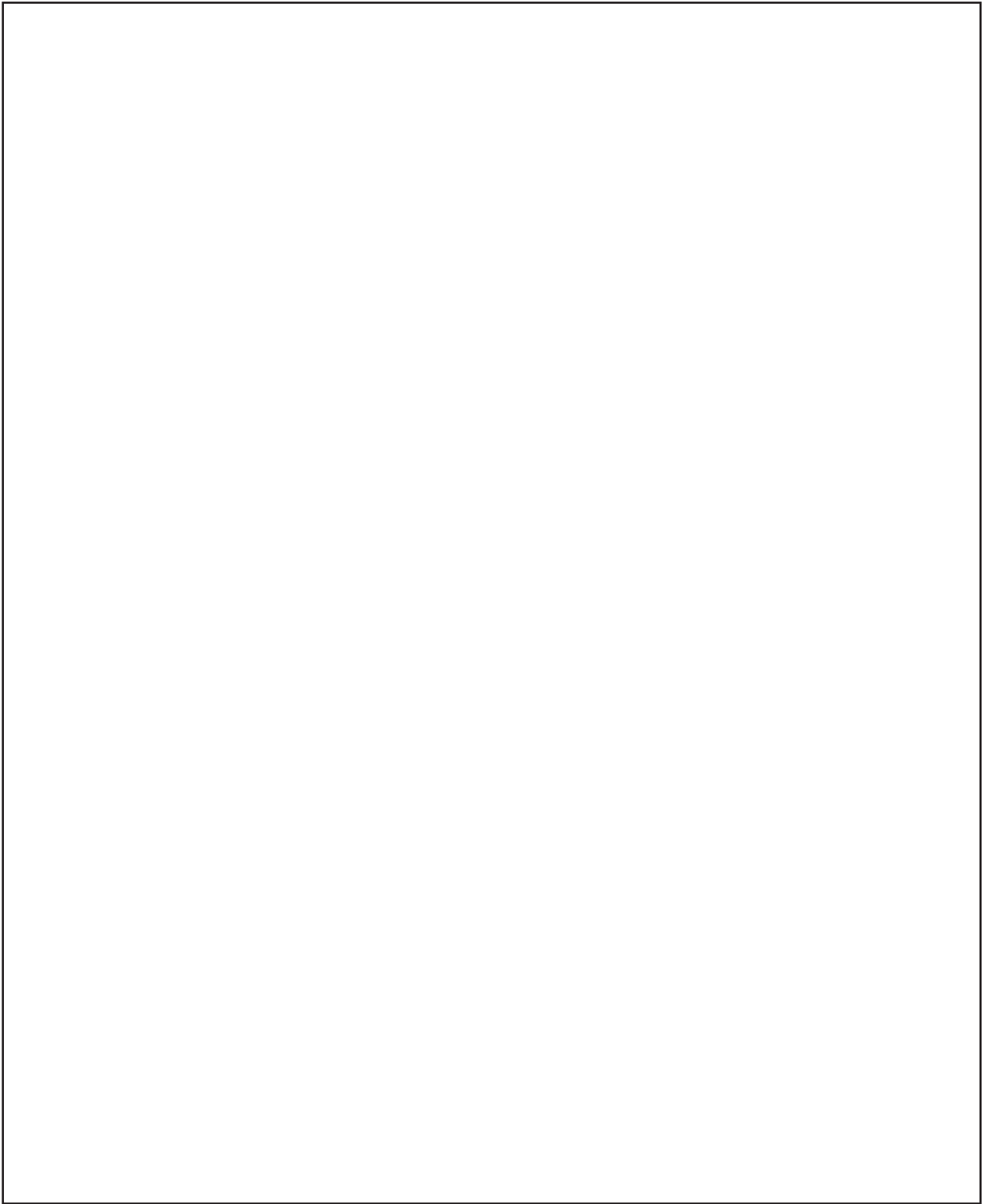
Consider the images in FIG. 1 on the Loose Sheet.

- 5 Choose six images from FIG. 1 to create a mood board for the ‘Words from the Planet’ campaign.**

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. [9]

Marks will be awarded for:

**fitness for purpose;
annotations to justify your choices.**



Consider the script in FIG. 2 below:

FIG. 2

Ext: Edge of forest at foot of mountain.

Camera flies in towards presenter.

Presenter (Walk to camera):

Welcome to Alaska, home of the Brown Bear and the last untamed wilderness.

Cut to:

Brown Bear moving across grassland by river with mountains behind.

Presenter (Walking in circle):

As the towns of Alaska expand into the forests they impact on the Brown Bears' home. The boundary between the two species blurs...

Cut to:

Brown Bear on the streets of town.

Presenter (Voice-over):

...and man and bear begin to compete for food, water and a place to live.

Cut to:

Bear turning over a bin before climbing through a house window.

- 6 Create a mind map from the script in FIG. 2 showing the various aspects that will need to be considered when planning the filming of one of the short films. Use the space opposite. [7]**

Marks will be awarded for:

**layout;
fitness for purpose.**



7 (a) Using the script in FIG. 2 identify the following:

(i) location: _____

(ii) character: _____

(iii) stage direction: _____

[3]

As the script is created it is edited by different members of the pre-production team.

(b) State ONE way that the script could be named to keep track of its different edits.

_____ **[1]**

- 8 A series of digital graphics will be created to promote the campaign.**

Identify the MOST suitable file format for each of the digital graphics listed, explaining why it is the MOST suitable file format.

Printed Poster

File format: _____

Justification: _____

Web Graphic

File format: _____

Justification: _____

[6]

Question 9 is based on FIG. 3 on the Loose Sheet.

FIG. 3 is a draft of a storyboard for a section of one of the 30 second films. The storyboard will be given to the camera crew who will create the film.

9* Discuss the suitability of the content of the storyboard in FIG. 3 for the camera crew. You should include strengths, weaknesses and 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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