

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

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

- 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

2. 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.

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.

Explain **one** reason why a storyboard is a suitable pre-production document for a Velocity Girl webisode.

[2]

- 3(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.

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

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

[6]

4. Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

An animation that will be used on different websites will be produced showing the four main characters changing shape and colour into different foods.

- i. Identify **one** pre-production document to be used in the creation of the animation.

[1]

- ii. Explain **one** reason why this is a suitable pre-production document for the animation.

[2]

- iii. Identify **one** type of software that could be used to create this pre-production document.

[1]

5. 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.

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

- iii.

2

- iv.

- v. Identify **four** items that could be included on the storyboard for this TV advert.

1

2

3

4

6. Youth# is a new youth centre. It is opening up ready for the start of the new school year so that there is somewhere for teenagers to go in the evening. It is a joint project between local youth workers and the Police Community Support Officers (PCSO). Youth# wants to develop a website to promote the centre. You have been asked to develop a number of pre-production documents to do this.

Youth# has provided you with the following project brief:

We at Youth# want a new multimedia website that is modern in its look, is dynamic and interactive and appeals to the young people of the local area. The website needs to provide its users with enough information about the youth centre so that they know what is happening and when.

The youth centre has a coffee shop, basketball courts, table tennis, computer access and a music studio. It is open every evening, Monday to Friday, between 6 and 9 p.m. There will also be visits to other places such as ice-rinks and ten-pin bowling.

The website needs to launch on 5 July in time for the summer holidays. We also want to enable people to sign up to email alerts about news and events at Youth#.

Identify **four** client requirements, other than the launch date, for the finished website.

- 1
- 2
- 3
- 4

[4]

7. Three Oaks, a supermarket chain, is launching a Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream. You have been asked to develop the pre-production documents for the advertising campaign for this sale.

Three Oaks has provided you with a written client brief for the Summer Bank Holiday Sale advertising campaign. In this client brief, Three Oaks has set out its requirements for the campaign. Three Oaks, a supermarket chain, is launching a Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream. You have been asked to develop the pre-production documents for the advertising campaign for this sale.

Three Oaks has provided you with a written client brief for the Summer Bank Holiday Sale advertising campaign. In this client brief, Three Oaks has set out its requirements for the campaign.

- i. The client brief has defined the colour scheme. Identify **three other** pieces of information that you could expect to find in this client brief.

1

2

3

ii.

- iii. Explain **one** reason why Three Oaks would state the colour scheme to be used in the advertising campaign.

[2]

- 8(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.

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

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

- iii.

- 9 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.

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 1970s; • 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.
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- i. From the client brief identify **two** time restrictions on the production.

1
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 below (**Fig. 1**).

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

Fig. 1

10. A sports company 'Quixsport' wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially, they have asked for a series of pre-production documents before any advertisement or campaign is actually created.

Quixsport will define their requirements for the product to be used to promote the new sports clothing range.

State **two** different ways that Quixsport could define their requirements:

1

2

[2]

END OF QUESTION paper

Mark scheme

Question			Answer/Indicative content	Marks	
1	i		One mark for: Storyboard (1)	1	Correct answer only Examiner's Comments This question was generally well answered. not link to the context of an audio video ad
	ii		Three from e.g. - Scene number (1) - Camera angle (1) - Drawing of scene/Scene content (1) - Scene setting (1) - Light source (1) - Audio effect (1) e.g. music, sound effect - Timings (1) - Text (1) e.g. direction, speech	3	Do not award marks if 1ai is incorrect. Do not accept dialogue as this is longer than Examiner's Comments This question was generally answered well too vague. A storyboard is constructed using expanding upon what the images were i.e. vague and not worthy of credit.
			Total	4	
2			Two marks for suitable point and explanation e.g. - Allows the animators (1) to see a visual representation of the storyline (1) - Allows the different scenes (1) of the animation to be seen to check that they fit together (1) - Plan the duration of the scene (1) so that the animation can be the correct length (1) - Know the order (1) in which to create the scenes (1)	2	Full marks only awarded if answer is in context Examiner's Comments This was well answered for one mark, with again the lack of understanding of the reasons responses seen were generic, possibly refer to storyboard in this context.
			Total	2	
3	a		Two marks for suitable point and expansion e.g. - Can see the flow (1) of scenes into each other (1) - The different scenes (1) can be viewed individually (1) - To show how long (1) each scene will last (1) - Any other suitable response	2 (2p, 2m)	Answer can be non-context based but for viewed. Examiner's Comments Many responses stated what a storyboard command word required the candidate to 'viewed'. Responses were often vague, when talking that explanations clearly link to the storyboard pre-production documents in the specific context. To access full marks, candidates needed to timeline of a product. This would include the ability to show the design of the film over time. Exemplar 2 A storyboard when using the parts of the storyboard make it more of a
	b		Marks awarded in pairs for suitable identification and explanation. Max two per aspect e.g. Camera angles: - Film crew can see where (1) they will need to position camera to get view. - Director can see how the image will look (1) in each scene (1) - Camera person will know how to (1) frame the shot (1)	6 (2m, 2d x 2, 2d* x 3)	Question refers to production team not just use. Mark to candidates' best advantage for each, answer does not need to refer to an i

		- Any other suitable response Scene numbers: - The order of scenes can be seen (1) to help make sure shots flow into each other (1) - Editors can see order (1) to place the scenes into when cutting the film (1) - Any other suitable response Camera movements: - Lighting can see how camera will move (1) so that lighting can be suitably set up (1) - Production team can position equipment (1) so not in view when camera moves (1) - Camera crew can decide on which camera to use (1) to allow for the movement needed (1) - Film crew will know where to place the dolly tracks (1) to get the correct shot (1) - Director will know where to place the actors (1) so cameras can move around them (1) - Any other suitable response		Be aware of camera movement terms (z) answers and visa-versa. Do not credit answers that just describe camera moves for example pan left or show Examiner's Comments This question required a higher level of tech Candidates often missed marks when they movement. This often meant that there was production of the video. Good answers mentioned that seeing the o production team (wide term used to help th equipment up, or how to move the camera It is important that candidates use correct t camera angle to within questions. .
		Total	8	
4	i	One from - Storyboard(1) - Mind map(1) - Script (1) - Mood board (1)	1	Must be appropriate to the creation of an a structured planning. Do not accept visualisation diagram. Do not accept work plan/resource list as th planning tools. Examiner's Comments was designed to assess the candidate's ab be used and then identify what software sh and 2ii were dependant on 2i being correc There was a mixture of documents chosen read the question properly and responded
	ii	Two marks for a suitable response with expansion e.g. - allows the changes in image (1) to be seen over a period of time (1) - allows the words by the characters (1) to be written out (1) - allows the storyline with dialogue (1) to be developed(1) - allows the animation ideas to be planned (1) and linked together (1) - to select the colours and textures (1) that can be included in the animation (1)	2	Must be linked to 2i response. If 2i is incorr Examiner's Comments was designed to assess the candidate's ab be used and then identify what software sh and 2iii were dependant on 2i being correc This answer had to relate to the document when related to the document from 2i. How the document from 2i indicating a lack of u
	ii i	One from e.g. - DTP - Word processor - Image editing - Presentation - Comic creation software	1	The software should relate to the pre-produ Trade names are accepted. Examiner's Comments was designed to assess the candidate's ab be used and then identify what software sh and 2iii were dependant on 2i being correc This question saw mixed responses with th document identified in 2i.
		Total	4	
5	i	One mark for suitable statement e.g - Visual plan of the advert (1) - easy to see visual representation of scenes in advert (1) - to provide guidance on how to edit the scenes of the TV advert	1	Must relate to visual aspect Examiner's Comments Generally answered well. However a large n word purpose.
	ii	Two from e.g can see advert timeline easily(1)	2	Do not accept picture as this could be a vis Examiner's Comments

	b	i	Two marks for suitable point with expansion e.g. - Can discuss any issues that have developed(1) before you go any further(1) - By asking questions(1) you can be clearer about what is required(1) - Can discuss the project (1) and make your own suggestions (1) - ZetaLevel can review your work (1) and provide you will suggestions to help you further (1)	2	Benefit must be to YOU the designer and h This question is about the benefit of having Benefit can be from company view point bu Examiner's Comments This question was generally well answered. with candidates not fully explaining the step developer.																																																																																																								
		ii	Three from: e.g. - assignment brief from ZetaLevel(1) - list of questions(1) - work plan/production schedule(1) - copy of pre-production design documents (1) (Max 2) - means of recording information (e.g. notepad, pen, smartphone, dictaphone) (1) (Max 2)	3	Maximum of 2 marks for design pre-product information. Do not accept visualisation diagram as this Tendering process is complete and this me did before are not appropriate. Examiner's Comments Generally, well answered. However, a numb answers that were not specific enough to th																																																																																																								
			Total	7																																																																																																									
9		i	Two from: - Open in 12 months (1) 10 months remain after planning (1) - All need to be completed in 10 months (1) 2 months for design (1) 2 months per section to create (1) - Each completed before starting next (1)	2	Answers must come from within the brief o Examiner's Comments This question saw a mixed response with c responses referring to "small teams". Marks These were too vague, what needed two m who gained the full marks were accurate in to be completed in 2 months". This again h																																																																																																								
		ii	One from e.g. (Include a) video (1) - A soundtrack/music/noise (1) - narration (1) - Any other suitable answer	1	Answers must come from within the brief o Examiner's Comments This was mixed in its responses as well, wi such as including a video, soundtrack or na that is not a design requirement.																																																																																																								
		ii i	Max 5 marks awarded for: - Project allocated 10 months (1) - Planning allocated 2 months (1) ALL four sections (Vic, WWII, 1970s, Modern) in Tasks column (1) ALL sections allocated 2 months (1) - No overlap with sections timescale (1) - Two months remaining free (1) e.g. <table><tr><th>TASKS</th><th colspan="12">Months</th></tr><tr><th></th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th></tr><tr><td>New Ride Project</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>✓</td><td></td><td></td></tr><tr><td>• Planning</td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>• Victorian Era</td><td></td><td></td><td></td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>• WWII</td><td></td><td></td><td></td><td></td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>• 1970s</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>• Modern</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>✓</td></tr></table> Do not award this mark if there are no other	TASKS	Months													1	2	3	4	5	6	7	8	9	10	11	12	New Ride Project										✓			• Planning	✓												• Victorian Era				✓									• WWII					✓								• 1970s													• Modern												✓	5	The work plan must fit the details provided Order of four sections can be different Examiner's Comments The creation of a work plan saw a wide var aspects of the Creative iMedia specification that could easily be rectified by candidates provided the timescales and tasks were cle
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10			Two from (e.g.): Client discussion	[2]	One mark for each valid answer.																																																																																																								

			• Written brief • Script • Specification		
			Total	2	