

Cambridge National

Creative iMedia

Unit **R081**: Pre-Production Skills

Cambridge National Creative iMedia Level 1/Level 2
Award/Certificate/Diploma J807, J817, J827

Mark Scheme for January 2017

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Question			Answer	Marks	Guidance
1	a	i	<p>One mark for:</p> <ul style="list-style-type: none"> • Storyboard (1) 	1	Correct answer only
		ii	<p>Three from e.g.</p> <ul style="list-style-type: none"> • 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	<p>Do not award marks if 1ai is incorrect.</p> <p>Do not accept dialogue as this is longer than speech and would be in the script.</p>
	b		<p>Two from e.g.</p> <ul style="list-style-type: none"> • provide lines for people (actor/narrator) in advert (1) • give directions to the actors (1) • provide film crew with instructions (1) 	2	The advert will appear on the internet and can be a film or animation
2	a	i	<p>One mark from.</p> <ul style="list-style-type: none"> • Survey (1) • Questionnaire (1) 	1	<p>Do not accept focus groups as in the question. Take first response to question.</p> <p>Accept – Use a survey (1) with a focus group</p> <p>Do NOT Accept – provide a focus group with a survey. (2nd possible answer)</p>
		ii	<p>Two marks for point and suitable expansion e.g.</p> <ul style="list-style-type: none"> • Target audience can give detailed/expanded views (1) which can help the magazine designers more (1) • Follow up questions (1) can be asked if the answers need to be clarified (1) • You can show the focus group (1) visualisation diagrams and get instant feedback on how they feel about them (1) 	2	This question is NOT about the method but about how it can be used and the ability to elicit detailed responses.

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	b	<p>Three marks for suitable method and expansion e.g.</p> <ul style="list-style-type: none"> • Look at existing magazines (1) so that their content can be looked at (1) to decide what to include in BGStyle (1) • Fashion books (1) can be looked at to see how they show clothes (1) to help decide how to layout the clothes images (1) • Look at fashion sites on the internet (1) to gather style ideas (1) that could be applied to the magazine layout/look (1) • Other people’s questionnaires (1) to use their data and findings (1) to aid the magazine construction (1) • Social media (1) to see what is trending with target audience (1) to help decide on the content for the magazine (1) 	3	<p>Allow mix and match answers.</p> <p>Internet or “Google it” on its own is too vague. This is a context based paper</p> <p>OR</p> <p>2 max if not in context e.g. Use internet (1) to look at styles to use (1)</p>						
3		<p>Two marks for suitable point and expansion e.g.</p> <ul style="list-style-type: none"> • the designer must be acknowledged (1) in the image or article (1) • permission must be gained (1) from the designer for them to be used (1) 	2	Accept “owner” of copyright/image						
4	a	<table border="1"> <tbody> <tr> <td>Level 3 8 – 12 marks</td> <td>ALL 6 images are relevant Wholly suitable layout for the mood board Good justifications for images</td> </tr> <tr> <td>Level 2 5- 7 marks</td> <td>4 or more images are relevant Layout is not wholly suitable Justifications may lack detail</td> </tr> <tr> <td>Level 1 1 – 4 marks</td> <td>May only contain 1 relevant image Mood board has a poor layout (may not be clear/too structured) Justifications may be weak/non-existent</td> </tr> </tbody> </table>	Level 3 8 – 12 marks	ALL 6 images are relevant Wholly suitable layout for the mood board Good justifications for images	Level 2 5- 7 marks	4 or more images are relevant Layout is not wholly suitable Justifications may lack detail	Level 1 1 – 4 marks	May only contain 1 relevant image Mood board has a poor layout (may not be clear/too structured) Justifications may be weak/non-existent	12	<p>Mood board content related to first edition of a teen focussed magazine – this will be shown in the justifications as well as the images selected.</p> <p>Media could include;</p> <ul style="list-style-type: none"> • text • font • images • colours • sounds <p>Annotations must justify decisions.</p> <p>Max level 1 if some relevant content/annotation is included but document is clearly not a mood board i.e. visualisation diagram/mind map. NAQ if a storyboard is shown</p>
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	b	i	<p>Two from e.g.</p> <ul style="list-style-type: none"> • fabrics (1) • textures (1) • text (1) • titles (1) • annotations/explanations (1) • colour (1) 	2	Do not accept video and/or sound as this is a physical mood board not digital.
	b	ii	<p>One from e.g.</p> <ul style="list-style-type: none"> • scanner (1) • (digital) camera (1) 	1	<p>Do not accept photocopier as it's the scanner aspect that would be used to convert the mood board into a digital version.</p> <p>Do not accept smartphone as it is the digital camera aspect that would be used to convert the mood board into a digital version.</p>

Question		Answer		Marks	Guidance	
5	a	<p>Level 3 8 -10 marks</p> <p>Suitable layout for the visualisation diagram with wholly relevant content for the context.</p> <p>Colour scheme is shown and appropriate to the context. Justifications are relevant to the context.</p> <p>The visualisation diagram is wholly suitable for purpose of a contents page in a fashion magazine</p>	<p>Level 2 4 -7 marks</p> <p>Layout is mostly suitable although there may be weaknesses in its structure.</p> <p>Content is mostly relevant to the context and/or the contents page in a fashion magazine. Justifications may not be wholly relevant to the context.</p> <p>Fitness for purpose of the visualisation diagram may not be fully clear for the contents page in a fashion magazine.</p>	<p>Level 1 0 -3 marks</p> <p>Layout is simplistic in structure and may be limited in suitability for use as a fashion magazine contents page.</p> <p>Content has limited relevance to context and/or fashion magazine. Justifications are weak or missing.</p> <p>The visualisation diagram will be weak in its fitness for purpose of the contents page in a fashion magazine.</p>	<p>10</p>	<p>Marks are award for the visualisation diagram considering the following points:</p> <ul style="list-style-type: none"> • Content relevant to contents page • Content relevant to teen fashion magazine • Use of white space • Suitability of layout • Colour schemes • Promotional style including persuasive language <p>The diagram should be viewed as a whole then graded appropriately.</p>

Question	Answer	Marks	Guidance
b	<p>Two from e.g.</p> <ul style="list-style-type: none"> • Mouse (1) • Keyboard (1) • Touch screen (1) • Drawing tablet/Graphics tablet (1) • Tracker ball (1) • Screen/Monitor (1) 	2	Do not accept Computer/Laptop/Tablet as these are devices not hardware.
6	<p>Up to four marks awarded in pairs – (one for risk and one for method) e.g.</p> <ul style="list-style-type: none"> • Lighting can fall on people (1) so lights need to be secured properly to wall/ceiling (1) • Lights could get hot (1) so suitable ventilation needs to be provided (1) • Power cables can be tripped over (1) so they need to be covered to stop people tripping over them (1) • Power cables could have exposed wires through broken casing (1) so they need to be checked and taped over (1) 	4	Risk must be identified for second mark to be awarded.
7	<p>Three from</p> <ul style="list-style-type: none"> • Activities (1) • Resources (1) • Timescales /Duration (1) • Milestones (1) • Work flow (1) • Contingencies (1) • Deadlines (1) 	3	<p>Do not accept tasks – in the question stem.</p> <p>Do not accept examples to illustrate the part of the work plan.</p>

Question	Answer	Marks	Guidance						
8	<table border="1"> <tr> <td data-bbox="344 213 510 683">Level 3 9- 12 marks</td> <td data-bbox="510 213 1220 683"> <p>Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the mind map for use by its target audience (graphics department).</p> <p>The strengths and weaknesses of the mind map are considered in equal weighting.</p> <p>The suggested improvements will be well thought through and explained in context.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p> </td> </tr> <tr> <td data-bbox="344 683 510 1107">Level 2 5- 8 marks</td> <td data-bbox="510 683 1220 1107"> <p>Candidates will provide a good understanding of the question with strengths and/or weaknesses of mind map being described. This may be one sided.</p> <p>Some improvements may be suggested but they will not be wholly suitable.</p> <p>At the top end of the Level 2 the answer will be presented in the context of the teen fashion magazine .</p> <p>There may be errors in spelling, punctuation and grammar which may not be intrusive.</p> </td> </tr> <tr> <td data-bbox="344 1107 510 1394">Level 1 0-4 marks</td> <td data-bbox="510 1107 1220 1394"> <p>Limited understanding of the use mind map.</p> <p>Answers will be vague and not necessarily linked to the context of the question.</p> <p>Answers may be presented as a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive.</p> </td> </tr> </table>	Level 3 9- 12 marks	<p>Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the mind map for use by its target audience (graphics department).</p> <p>The strengths and weaknesses of the mind map are considered in equal weighting.</p> <p>The suggested improvements will be well thought through and explained in context.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p>	Level 2 5- 8 marks	<p>Candidates will provide a good understanding of the question with strengths and/or weaknesses of mind map being described. This may be one sided.</p> <p>Some improvements may be suggested but they will not be wholly suitable.</p> <p>At the top end of the Level 2 the answer will be presented in the context of the teen fashion magazine .</p> <p>There may be errors in spelling, punctuation and grammar which may not be intrusive.</p>	Level 1 0-4 marks	<p>Limited understanding of the use mind map.</p> <p>Answers will be vague and not necessarily linked to the context of the question.</p> <p>Answers may be presented as a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive.</p>	12	<p>Answers may include reference to:</p> <ul style="list-style-type: none"> • Recognisable diagram structure • Content relevant to magazine • Relevance of links between content • Missing links between content • Suitable detail/annotation • Logical sequence of nodes/sub-nodes • Fitness for purpose • Suitability for target audience (graphics department) • Suitability for the target audience of magazine <p>Subject specific terminology covers both terminology related to the creation of mind map as well as that related to teen fashion magazine.</p>
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