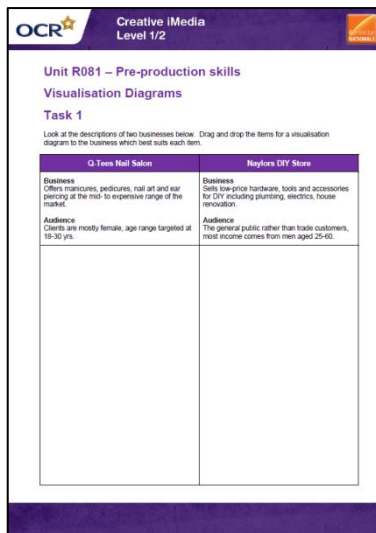


Unit R081 – Pre-production Skills

Visualisation Diagram Activity

Instructions and answers for teachers

These instructions should accompany the OCR resource ‘Visualisation Diagram Activity’, which supports Cambridge Nationals in Creative iMedia Level 1/2 Unit R081, Pre-production Skills.



OCR Creative iMedia Level 1/2

Unit R081 – Pre-production skills
Visualisation Diagrams

Task 1

Look at the descriptions of two businesses below. Drag and drop the items for a visualisation diagram to the business which best suits each item.

Q Tees Nail Salon	Naylor's DIY Store
<p>Business Offers manicures, pedicures, nail art and nail piercing at the mid- to expensive range of the market.</p> <p>Audience Clients are mostly female, age range targeted at 18-30 yrs.</p>	<p>Business Sells low-price hardware, tools and accessories for DIY including plumbing, electrical, house renovation.</p> <p>Audience The general public rather than trade customers, most income comes from men aged 25-60.</p>

Associated Files:
Visualisation Diagram Activity

Expected Duration:
Task 1 – approx. 10 minutes
Task 2 – approx. 20 minutes



This activity offers an opportunity for English skills development.

This activity can be used to aid learning of visualisation diagrams. Learners are provided with descriptions of two different businesses and tasked with identifying the appropriate images, font styles and text for the businesses.

Task 1

Look at the descriptions of two businesses below. Drag and drop the items for a visualisation diagram to the business which best suits each item. Answers are provided in the table below.

Q-Tees Nail Salon	Naylors DIY Store
<p>Business Offers manicures, pedicures, nail art and ear piercing at the mid-to expensive range of the market.</p> <p>Audience Clients are mostly female, age range targeted at 18-30 yrs.</p>	<p>Business Sells low-price hardware, tools and accessories for DIY including plumbing, electrics, house renovation.</p> <p>Audience The general public rather than trade customers, most income comes from men aged 25-60.</p>
	
<p>Glam up your weekend!</p>	<p>Colour scheme red, yellow, orange and black</p>
<p>Colour scheme pink, purple and black</p>	<p>Bargain! Up to 50% Off!</p>
<p>Font <i>Monotype Corsiva</i>, <i>Lucida Calligraphy</i></p>	<p>Font Brittanic Bold, Rockwell Extra Bold</p>
<p>Complimentary drinks with treatments over £15</p>	<p>Tool Up for the Bank Holiday!</p>

Task 2

Now use some or all of the items you have just sorted to **create a visualisation diagram** for an **advertising banner** for the website of **EITHER** Q-Tees Nail Salon **OR** Naylor's DIY Store.

- Add annotations to show where elements might be interactive (e.g. hotspots you could click on to link to areas of the website).
- The banner must be of appropriate dimensions for use on a web page, but can be Portrait or Landscape.

Learners present their visualisation diagram to a partner and explain their choice of elements:

- What did they leave out from the original sorting activity and why?
- What additional features of their own did they include?
- How have they met the client specification with regard to audience?
- Is their visualisation diagram of suitable proportions and how do they know?

To give us feedback on, or ideas about the OCR resources you have used, email resourcesfeedback@ocr.org.uk

OCR Resources: *the small print*

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