

## **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 2018**

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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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

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<b>Annotation Name</b>	<b>Description</b>	<b>What it means to you the AE on this paper</b>
Highlight	Highlight (mandatory for all units)	Can use this to show areas on diagram or long response which you think is important.
Off Page Comment	Off page comment (mandatory for all units)	Not needed
BP	Blank page (mandatory for all units)	ON extra pages with no writing – needed on AOs
Tick <input type="checkbox"/>	Correct mark	
Cross <b>X</b>	In correct mark	
TV	Too vague	Not enough in your opinion to award the mark
SEEN	Noted but no credit given	Use on questions where there is NO RESPONSE
NE	No example	Not needed
BOD	Benefit of doubt	In your professional opinion you can see what they are saying and award the mark.
NBOD	Benefit of doubt not given	In your professional opinion you don't think they meant the answer
NAQ	Not answered question	
L3	Level 3	Only to be used on Questions 8 & 9
L2	Level 2	
L1	Level 1	
REP	Repeat	The candidate has already said this, so they don't get it a second credit.
FA	First answer seen and marked. Incorrect answer given	Not needed

Question		Answer	Marks	Guidance												
1	a	<p>Four from e.g.</p> <ul style="list-style-type: none"> <li>• Colours (1)</li> <li>• Textiles/Textures (1)</li> <li>• Text/ Words (1)</li> <li>• Images/Picture/Photos (1)</li> <li>• Graphics (1)</li> <li>• Title (1)</li> <li>• Existing hero characters (1)</li> <li>• Annotations/Labels (1)</li> <li>• Fonts (1)</li> </ul>	4	<p>This is an initial planning document, so the answers do not need to be in context.</p> <p>It is also physical, so textiles can be included</p> <p>Allow Images/Picture/Photos more than once if different uses mentioned (e.g. image car AND image girl both allowed).</p>												
	b	<p>Two marks for point with suitable context based expansion e.g.</p> <ul style="list-style-type: none"> <li>• To develop a visual look (1) for the comic colour scheme(1)</li> <li>• It allows the look (1) of Velocity Girl to be developed (1)</li> <li>• Produce a feel (1) for the comics style (1)</li> <li>• Provides a range of ideas (1) for the characters look (1)</li> </ul>	2	<p>Full marks only awarded if answer is in context</p> <p>Question asks for one reason.</p> <p>DO not accept product = Too vague</p>												
	c	<p>Two marks for a full description of method. e.g.</p> <ul style="list-style-type: none"> <li>• A photograph(1) can be taken using a digital camera(1)</li> <li>• It can be scanned(1) using a scanner / photocopier (1)</li> </ul>	2	<p>Read whole response and award method (1) equipment (1) in the description</p>												
2	a	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Terminology</th> <th style="text-align: center;">Letter</th> </tr> </thead> <tbody> <tr> <td>Task</td> <td style="text-align: center;">D</td> </tr> <tr> <td>Timescales</td> <td style="text-align: center;">A</td> </tr> <tr> <td>Contingencies</td> <td style="text-align: center;">B</td> </tr> <tr> <td>Milestones</td> <td style="text-align: center;">E</td> </tr> <tr> <td>Activities</td> <td style="text-align: center;">C</td> </tr> </tbody> </table>	Terminology	Letter	Task	D	Timescales	A	Contingencies	B	Milestones	E	Activities	C	4	<p>Letters must be in the table</p>
Terminology	Letter															
Task	D															
Timescales	A															
Contingencies	B															
Milestones	E															
Activities	C															

Question			Answer	Marks	Guidance
	<b>b</b>		<p>Three marks for a fully developed explanation.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• With the front cover (1) the title and images need to be created before (1) they can be put together to create draft 1 (1).</li> <li>• In the main story (1) the artwork and storyline need to be created (1) before draft 1 can be made (1)</li> </ul>	<b>3</b>	<p>First mark is for example from work plan</p> <p>Max 2 marks for explanation with no example from work plan.</p> <p>If two tasks are used, only credit the first – list marking</p>
<b>3</b>			<p>Marks to be awarded in pairs for two good descriptions</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Animators will need a supportive chair (1) to protect their back when working at the computer(1)</li> <li>• Animators can suffer with RSI (1) when they are working at a computer for a number of hours drawing the animations(1)</li> <li>• The animators may develop eye problems/strain (1) so they will need to be able to enlarge their screens to look at/take regular breaks (1)</li> <li>• Cables could be tripped over (1) so they need to be covered / protected (1)</li> <li>• No drinks/liquid near computer (1) so do not short the computer/electrical devices (1)</li> </ul>	<b>4</b>	<p>One mark for issue and one for expansion of description</p> <p>Max two per description</p> <p>Do not accept ‘classroom rules’</p> <p>Do not accept liquid causes fire</p>
<b>4</b>	<b>a</b>	<b>i</b>	<p>Two marks from</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Mouse (1)</li> <li>• Computer (1)</li> <li>• Graphics tablet (1)</li> <li>• Keyboard (1)</li> <li>• Video Camera (1)</li> <li>• Camera (1)</li> </ul>	<b>2</b>	<p>Accept answers related to animation context.</p> <p>Camera is allowed as Stop Motion Animation is a possible option.</p> <p>Do not accept tablet on own – too vague</p> <p>Do not accept Desktop or Tower – too vague</p>

Question		Answer	Marks	Guidance
	ii	Two marks from: <ul style="list-style-type: none"> <li>• Graphics/Image editing package (1)</li> <li>• Word processor (1)</li> <li>• Project management (1)</li> <li>• Spreadsheet (1)</li> <li>• Desktop Publishing (DTP) (1)</li> <li>• Audio production/editing (1)</li> </ul>	2	<b>These answers only.</b> Brand names can be credited.  This is about the whole production process, so answer can relate to all aspects, but this is about an ANIMATION not the comic.
	b	Two marks for suitable point and explanation e.g. <ul style="list-style-type: none"> <li>• Allows the animators (1) to see a visual representation of the storyline (1)</li> <li>• Allows the different scenes (1) of the animation to be seen to check that they fit together (1)</li> <li>• Plan the duration of the scene (1) so that the animation can be the correct length (1)</li> <li>• Know the order (1) in which to create the scenes (1)</li> </ul>	2	Full marks only awarded if answer is in context
5	a	Two marks for the following: <ul style="list-style-type: none"> <li>• Copyright, Designs and Patents Act (1)</li> <li>• Health &amp; Safety at Work Act (1)</li> </ul>	2	<b>Correct Answer Only</b> Candidates may Tick and Cross in any number of ways, read carefully If candidate enters more than two ticks, mark first two only
	b	Two marks for a full explanation e.g. <ul style="list-style-type: none"> <li>• Stops any other animation company (1) using/copying the character without permission (1)</li> <li>• Prevents any merchandising company (1) producing products based on that character without permission (1)</li> <li>• Prevents any organisation or individual (1) from profiting or misusing the character (1)</li> </ul>	2	Do not accept anything regarding copyright

Question	Answer	Marks	Guidance
6	Two marks for appropriate file types for documents. e.g. <ul style="list-style-type: none"><li>• Velocity Girl Comic: PDF (1), jpeg (1), doc (1), TIFF (1), PNG (1)</li><li>• Velocity Girl webisode: swf (1), mov (1), html5(1), flv(1), mp4(1)</li></ul>	2	Allow suitable file types. Do not accept: <ul style="list-style-type: none"><li>• MPV – this is a player not file format</li><li>• GIF – does not fit the context, would not create webisode in a GIF</li></ul>

Question	Answer	Marks	Guidance
7	<p><b>Mark Band 3 (7- 9 Marks)</b>            Suitable layout for the visualisation diagram with <b>wholly relevant</b> 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 <b>wholly suitable</b> for purpose of a comic front cover.</p> <hr/> <p><b>Mark Band 2 (4 – 6 Marks)</b>            Layout is mostly suitable although there may be weaknesses in its structure.</p> <p>Content is mostly relevant to the context and/or the comic.            Justifications may not be wholly relevant to the context.</p> <p>Fitness for purpose of the visualisation diagram may not be suitable for the purpose of a comic front cover.</p> <hr/> <p><b>Mark Band 1 (1 – 3 marks)</b>            Layout is simplistic in structure and may be limited in suitability for use as a front cover.</p> <p>Content has limited relevance to context and/or comic.            Justifications are weak or missing.</p> <p>The visualisation diagram will be weak in its fitness for the purpose of a comic front cover.</p> <hr/> <p><b>0 marks</b>            No indication that this is a visualisation diagram of a front cover so it is not worthy of credit.</p>	9	<p>Marks are award for the visualisation diagram considering the following points:</p> <ul style="list-style-type: none"> <li>✓ Content – suitable for a comic front cover e.g.               <ul style="list-style-type: none"> <li>• Title</li> <li>• Images of Velocity Girl</li> <li>• Price</li> <li>• Other images</li> <li>• Other text</li> </ul> </li> <li>✓ Layout: Suitable for Comic Front Cover e.g.               <ul style="list-style-type: none"> <li>• Use of space</li> <li>• Colour scheme</li> </ul> </li> <li>✓ Fitness for Purpose e.g.               <ul style="list-style-type: none"> <li>• Size of visualisation relevant to front cover of Comic</li> <li>• Stylisation</li> </ul> </li> <li>✓ Annotations to justify decisions.</li> </ul> <p>The diagram should be viewed as a whole then graded appropriately.</p>



Question			Answer	Marks	Guidance
8	a	i	One from <ul style="list-style-type: none"> <li>• Street(s) (1)</li> <li>• Marina (1)</li> </ul>	1	
		ii	Two from <ul style="list-style-type: none"> <li>• Long shot (1)</li> <li>• Mid shot (1)</li> <li>• Close up (1)</li> </ul>	2	
		iii	Two from e.g. <ul style="list-style-type: none"> <li>• <u>fast</u> (1)</li> <li>• Jewel thief smiles (1)</li> <li>• Jewel thief jumps into boat (1)</li> <li>• <u>Jumps</u> (1)</li> </ul>	2	Credit is awarded for an action/direction that is attributed to a character in the script.  OR  Just the action/direction
	b		Three marks for example with well-developed explanation of impact e.g. <ul style="list-style-type: none"> <li>• Include intonation for the characters (1), so the animators will know how to draw the faces (1) of the characters when they speak (1)</li> <li>• Descriptions of characters facial expressions (1) so animator can the comic (1) most efficiency.</li> <li>• Add time of day (1) so animators now time of day setting. (1)</li> <li>• Include intonation for the characters (1), so the voice actors will know how to speak (1) when recording the webisode (1)</li> </ul>	3	First mark is for example omitted from script that should be added.  The improvement must aid the animators not change the storyline contents.  This script is for an animation NOT a live film.

Question	Answer	Marks	Guidance
9	<p>Candidates will provide an excellent understanding of the question with clear <b>explanation</b> of the suitability of the storyboard for <b>use by its target audience (animators)</b>.</p> <p>The strengths <b>and</b> weaknesses of the storyboard are considered in <b>equal weighting</b>.</p> <p>The suggested improvements will be <b>well thought through</b> and explained in <b>context</b>.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p> <hr/> <p>Candidates will provide a good understanding of the question with strengths <b>and/or</b> weaknesses of storyboard being <b>described</b>. This may be one sided.</p> <p>Some improvements <b>may</b> be suggested but they will not be wholly suitable.</p> <p><b>At the top end of the Level 2 the answer will be presented in the context of the Velocity Girl animation.</b></p> <p>There may be errors in spelling, punctuation and grammar which may <b>not</b> be intrusive.</p> <hr/> <p>Limited understanding of the use of a storyboard.</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"> <li>• Composition</li> <li>• Layout</li> <li>• Clarity</li> <li>• Use of colours</li> <li>• Fitness for purpose</li> <li>• Font type &amp; styles</li> <li>• Order of boards</li> <li>• Transitions</li> <li>• Virtual Camera movement</li> <li>• Suitability for target audience (animators)</li> <li>• Suitability for the client</li> </ul> <p>Subject specific terminology covers both terminology related to the creation of storyboard as well as that related to Velocity Girl animation.</p>

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