



Cambridge National

Creative iMedia

R081/01: Pre-production skills

Level 1/2 Cambridge National Certificate/Award/Diploma

Mark Scheme for June 2019

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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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Annotations

Stamp	Ref No.	Annotation Name	Description
	151	Highlight	Highlight (mandatory for all units)
	181	Off Page Comment	Off page comment (mandatory for all units)
	1681	BP	Blank page (mandatory for all units)
	11	Tick	Tick
	201	TV	Too vague
	811	SEEN	Noted but no credit given/ Empty pages
	1121	NE	No example
	191	NBOD	Benefit of doubt not given
	501	NAQ	Not answered question
	331	L3	Level 3
	321	L2	Level 2
	311	L1	Level 1
	21	Cross	Cross
	31	BOD	Benefit of doubt
	271	REP	Repeat (Added later)

Question			Answer	Marks	
1	a		This is a low-level question that is looking for the idea about how a mind map can be used to generate and share ideas quickly. This is about a mind map NOT a mood board so be aware of visual references. Allow a mix and match of points and expansion		
			Two marks for a suitable point and expansion e.g. <ul style="list-style-type: none"> To quickly (1) record ideas (1) To generate/gather ideas (1) to share with others (1) To allow everyone at the meeting (1) to share their ideas (1) Any other suitable response (1) 	2 (L1M L1D)	
	b		This question needs to be answered in reference to the context of the question about a pre-production meeting and the museum scenario in a wide sense. Any reference to client, pre-production team is generic and is TV must be answered in the context.		
			Two from: <ul style="list-style-type: none"> <u>Museum</u> owners/ Progressive Museums (1) <u>Museum workers</u> (1) Graphic <u>designers/design team</u> (1) Project manager (1) School Teachers (1) Actors (1) 	2 (L1P L1M)	
2	a		This is a low-level question. Answers provided can be generic or context specific. Only accept images/drawings once unless context based i.e. image of roman soldier, drawing of roman fort Do not accept reference to times as this is not a museum that people visit in a city it comes to the school - context		
			Four from e.g. <ul style="list-style-type: none"> Title (1) Fonts (1) Text (details of exhibit/information) (1) Pictures/Drawings/images/Diagram (1) Graphic/Logo (of museum) (1) Colours (1) Annotations (examples of) (1) Any other suitable response (1) 	4 (4x L1P)	

3	a	This is a low-level question that looks for the requirements about what should be contained within the exhibits and can only be taken from the brief provided in the question paper. There are many options available from the brief that could be selected. Do not accept anything that refers to a time issue.		
		Two from e.g. <ul style="list-style-type: none"> • Two rooms/floors on the bus (1) • Two rooms on the lorry (1) • <u>Stone</u> coloured villa/room (1) • Wooden style barracks (1) • Plates of food (1) • Sounds/Smell of battle (in barracks) (1) • Sounds of people shouting (1) • Video presentation of life in Rome(1) • Big banners outside (1) • Mannequins/Actors in costumes (1) • Any other suitable response from the brief (1) 	2 (2x L1P)	
	b	This can only be taken from the brief provided in the question paper. There are no other time restrictions in the brief, so these are the only possible answers. There must be an indication of what the time restriction refers to i.e. 2 months is TV		
		One from <ul style="list-style-type: none"> • 2 months for each room (1) • 8 months for all production before testing (1) • Ready for schools in October (1) • Ready for testing in September (or one month before going to schools (1) • Each room must be completed before next one started (1) 	1 (L1P)	

	c		This question is about creating a work plan as the candidates do in all the coursework units for the specification. The timescales are included in the brief which the candidates need to interpret. Bullet 1 does NOT need to be shaded in but can be implied from the diagram created The order that the rooms/floors are created in is not important as none are dependent on another. All grades are covered but there are 3 L2D+ marks awarded so these are the only timescales and tasks acceptable.																																																																																										
			<p>Marks awarded for:</p> <ul style="list-style-type: none">(1) 9 months (ends in Sept OR visit schools in Oct) (1)(2) 4 floors (content)/buildings/ task (1)(3) Testing task(1)(4) 2 months for 2 buildings (1)(5) 2 months for 2 floors/content of floors (1)(6) 1 month for testing (1)(7) No overlap of bullets 2 to 6. (1)																																																																																										
			<p>Ticks should be placed on these locations to indicate marks Order of tasks can be different in Task column</p> <table><tr><th>Tasks</th><th>Jan</th><th>Feb</th><th>March</th><th>April</th><th>May</th><th>June</th><th>July</th><th>Aug</th><th>Sept</th><th>Oct</th></tr><tr><td>Museum Project</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>Roman Villa</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Roman Barracks</td><td></td><td></td><td></td><td>4</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Top Floor</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Bottom Floor 2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>5</td><td></td></tr><tr><td>Testing 3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>6</td></tr></table> <p style="text-align: center;">7</p>												Tasks	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Museum Project										1	Roman Villa											Roman Barracks				4							Top Floor											Bottom Floor 2									5		Testing 3										6	7 (L1P, L1M, L1D, L2P, L2M, L2D, L2D*)	
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4

There are several ways that mood boards can be set up so to remove this issue the candidates are provided with 6 spaces to fill in.

The marking of this question is based upon appropriate image selection and justifications as too WHY included.
Award up to 4 marks for images chosen and then add to maximum of 4 marks for justifications to get total for question.
i.e. Fitness for Purpose + Justifications = Total
Annotations must JUSTIFY (why) and not describe the images. Justification MUST match the images awarded.

Levels are still used/annotated so that markers do not need to add in up to 8 ticks in different places
L2 (4 marks) can be awarded with no annotations

	Fitness for Purpose			Justifications	TOTAL
4 Marks	All 6 images appropriate	+	4 Marks	All 6 well justified	L3 = 6 or more marks
3 Marks	4 or more appropriate images		3 Marks	4 or more justified	L2 = 4 or 5 marks
2 Marks	2 or more appropriate images		2 Marks	2 or more justified	
1 Mark	Less than 2 images		1 Mark	A weak justification or descriptions	L1 = 3 or less

8
(2xL1P, L1M, L1D, L2P, L2M, L2D, L2D*)

Mood board content related to Roman Museum – this will be shown in the justifications as well as the images selected.

Media could include;

- text
- font
- images
- colours
- sounds

Please refer to separate resource document to view images.

The following images are **not** acceptable:
3, 7, 11, 14, 15

5	a		<p>This is a low-level question which requires the candidate to read the script and pick out the required points.</p> <p>i) Locations must refer to outside or inside as these are straight off the script and its context based paper</p> <p>ii) Do not accept Close up for Camera Movement as this is a camera <i>shot</i> not a camera <i>movement</i>.</p> <p>iii) User is too vague</p> <p>iv) User interaction must include to a human act not just the button.</p>		
			One mark for each	4 (2X L1P, L2P, L2D)	
		i	Location: <ul style="list-style-type: none"> • <u>Outside/Front</u> (Roman) Villa / EXT (1) • Large room (with cushions) / INT (1) 		
		ii	Camera Movement: <ul style="list-style-type: none"> • Camera fly behind (1) 		
		iii	Non-speaking character: <ul style="list-style-type: none"> • Servant (1) • Young Briton (1) 		
		iv	User interaction: <ul style="list-style-type: none"> • Click/Touch on button/screen (1) 		

	b	This storyboard covers all ability levels and should reflect the script provided in the question paper. How the script is split up and storyboard is designed is up to the candidate's interpretation. The ability to accurately draw is NOT assessed. ALL of the panels provided do not need to be used if the storyboard is effective in its construction. Candidates may include the camera movement & camera shot from script – places it in the bottom of MB2										
			<table><tr><td>Level 3 7-9 marks</td><td>Clear structure with logical progression which can be easily followed. Content is relevant to the Roman interactive presentation. 3 or more of technical (t) aspects covered. Must be consistent appropriate use for top of mark band Detail is clear and understandable.</td></tr><tr><td>Level 2 4- 6 marks</td><td>Structure of storyboard is clear but may not be totally logical. Content not fully relevant to the Roman interactive presentation Max 2 technical (t) aspects covered- must be consistent use for top of mark band Some required detail is missing</td></tr><tr><td>Level 1 0-3 marks</td><td>Storyboard has basic structure (may not be clear). Content may not be wholly appropriate/complete in context. No technical (t) aspects covered Lack of detail in the information provided.</td></tr></table>	Level 3 7-9 marks	Clear structure with logical progression which can be easily followed. Content is relevant to the Roman interactive presentation. 3 or more of technical (t) aspects covered. Must be consistent appropriate use for top of mark band Detail is clear and understandable.	Level 2 4- 6 marks	Structure of storyboard is clear but may not be totally logical. Content not fully relevant to the Roman interactive presentation Max 2 technical (t) aspects covered- must be consistent use for top of mark band Some required detail is missing	Level 1 0-3 marks	Storyboard has basic structure (may not be clear). Content may not be wholly appropriate/complete in context. No technical (t) aspects covered Lack of detail in the information provided.		9 (3xL1P, L2P, 2xL2M, L2D, 2xL2D*)	Marks are awarded for storyboard in the context of the Roman interactive presentation, considering the following points: <ul style="list-style-type: none">• number of scenes• scene content• scene numbers (t)• timings (t)• camera shots (e.g. close up, mid, long) (Can be inferred from the drawing) (t)• camera angles (e.g. over the shoulder, low angle, aerial) (Can be inferred from the drawing) (t)• camera movement (e.g. pan, tilt, zoom or using a track and dolly) (t)• lighting (e.g. types, direction) (t)• sound (e.g. dialogue, sound effects, ambient sound, music) (t)• locations (e.g. indoor or other room, outdoor) (t)• technical direction (t)• camera type (t)• visual effects (e.g. fade, hide) (t)• interactive features (t) The diagram should be viewed as a whole and then graded appropriately. Max Level 1 if storyboard is for not from the script. Please refer to separate resource document to view script.
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6			<p>This question is targeted at the top end of the grading. This question is focusing on the age of the audience and/or possible disability issues that need to be considered and MUST be linked to context for full marks.</p> <p>The question is about the interactive presentation content NOT access to bus/lorry so ramps. Lifts, hand rails are not relevant to context of question – not part of the specification.</p> <p>The audience is primary school age, so content needs to be relevant to that age group, hence lack of graphic details is an appropriate answer.</p> <p>DO NOT accept answers concerning sex or drugs as these are not relevant to the context of the paper.</p> <p>Do NOT accept answers concerning the physical height/construction of the presentation screen/display/button.</p> <p>Allow a mix and match of points and expansion</p>	
			<p>Three marks for suitable point and expansion. Max two marks for two separate points e.g.</p> <ul style="list-style-type: none">• The presentations can't be too graphic (1) about the roman army fighting (1) as the school children could be upset (1)• The audio files (1) must display the words as text/subtitles on the screen (1) in case some of the children cannot hear properly (1)• Language in presentations (1) must be easy to understand/read (1) as the primary school children may not know many complex words (1)• The presentations must be engaging (1) and easy to understand (1) so that the children want to look/listen at them(1)• Any other suitable response	<p>3</p> <p>(L2M, L2D, L2D*)</p>

7			The pupils will be using tablet computers in the museum and so the file types should be relevant to the use on tablet computers. Do not accept MP4 as this is a multimedia including video format not just audio.		
		a	One from: <ul style="list-style-type: none"> • MP3 (1) • MP4 (1) • AAC (1) • Flac (1) • WMA (1) • Ogg (1) • WAV (1) • Aiff(1) 	1 (11P)	
			This is for a map to be displayed on a tablet computer – this is not a moving map so only static file types are relevant		
		b	One from: <ul style="list-style-type: none"> • PDF (1) • PNG (1) • JPEG (1) • GIF (1) • BMP (1) • Html (1) • SVG (1) 	1 (11P)	

8			<p>This question is looking at the basic health and safety issues that should be considered when working on computers or filming aspects that could be included in the interactive presentation. This can include content from the script/storyboard from Q5</p> <p>The question is about the staff when creating the interactive presentation NOT about primary school pupils or staff using the exhibition.</p> <p>Do not accept about not eating/ drinking near computers/machines</p>		
			<p>Two marks for each suitable point and expansion e.g.</p> <ul style="list-style-type: none">• Should not look at screen for too long (1) as it could hurt/strain their eyes (1)• Should take regular breaks (1) to allow their body/back to loosen up (1)• Should use a keyboard wrist support (1) to reduce RSI occurring (1)• Put weights on the lights stands (1) to stop them falling over (1)• Tape down the cables (1) to stop/reduce chances tripping over the wires (1)• Working at heights on lorry/bus (1) so need a risk assessment to be carried out (1)• Filming locations need to be safe (1) with no dangerous objects (1)• Any suitable response based on the scenario (1)	4 (3x L1P, L1D)	

9	The visualisation diagram is like a top trump style card and is a Roman Centurion used as an example of the different cards. The visualisation diagram will be given to a FREELANCE GRAPHIC ARTIST who will then create the final versions of the mini cards. It is the suitability of the visualisation for the freelance graphic artist that is the important aspect of the question - are they given enough information to create the final cards?								
	<table><tr><td>Level 3 9- 12 marks</td><td>Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the visualisation for use by its target audience (graphic designer). The strengths and weaknesses of the visualisation are considered in equal weighting. The suggested improvements will be well thought through and explained in context and linked to the correct target audience. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</td></tr><tr><td>Level 2 5- 8 marks</td><td>Candidates will provide a good understanding of the question with strengths and/or weaknesses of visualisation being described. This may be one sided. Some improvements may be suggested but they will not be wholly suitable. At the top end of the Level 2 the answer will be presented in the context of the Roman top trump cards. There may be errors in spelling, punctuation and grammar which may not be intrusive.</td></tr><tr><td>Level 1 0-4 marks</td><td>Limited understanding of the use a visualisation. Answers will be vague and not necessarily linked to the context of the question. 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.</td></tr></table>	Level 3 9- 12 marks	Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the visualisation for use by its target audience (graphic designer) . The strengths and weaknesses of the visualisation are considered in equal weighting. The suggested improvements will be well thought through and explained in context and linked to the correct target audience . Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.	Level 2 5- 8 marks	Candidates will provide a good understanding of the question with strengths and/or weaknesses of visualisation being described . This may be one sided. Some improvements may be suggested but they will not be wholly suitable. At the top end of the Level 2 the answer will be presented in the context of the Roman top trump cards. There may be errors in spelling, punctuation and grammar which may not be intrusive.	Level 1 0-4 marks	Limited understanding of the use a visualisation. Answers will be vague and not necessarily linked to the context of the question. 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.	12	<p>Answers may include reference to :</p> <ul style="list-style-type: none">• Composition• Layout• Clarity• Use of colours• Fitness for purpose• Font type & styles• Annotations (examples of)• Suitability for target audience (graphic designer)• Suitability for the client <p>Subject specific terminology covers both terminology related to the creation of visualisation as well as that related to Roman museum.</p> <p><i>QWC – only place in specification where this is assessed and is worth 1 mark.</i></p> <p>Please refer to separate resource document to view visualisation diagram.</p>
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