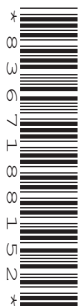# OCR
Oxford Cambridge and RSA

Monday 11 January 2021 – Afternoon

Level 1/2 Cambridge National in Creative iMedia

R081/01 Pre-production skills

Time allowed: 1 hour 15 minutes

No extra materials are needed.

Please write clearly in black ink. **Do not write in the barcodes.**

Centre number ☐☐☐☐☐   Candidate number ☐☐☐☐

First name(s) _____

Last name _____

INSTRUCTIONS
- Use black ink. You can use an HB pencil, but only for graphs and diagrams.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

INFORMATION
- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- Quality of written communication will be assessed in questions marked with an asterisk (*).
- This document has **16** pages.

ADVICE
- Read each question carefully before you start your answer.

Turn over

2

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

Answer **all** the questions.

SECTION A

"School23" is a role playing mystery storybook by J. R. Harpley set on the moon. The story is based in a school with human pupils called 'Terras' and alien pupils called 'Others'. In the mystery story the reader has to make decisions as they read the short chapters in the story, with each choice leading to a different storyline developing. "School23" is now being developed into a multimedia interactive book that can be read and used on a tablet computer.

1 You have been asked to develop some ideas for the interactive book and how it will look.

(a) Identify **four** items that could be included on a digital mood board for the new multimedia interactive book.

1 ....

2 ....

3 ....

4 ....

[4]

(b) The digital mood board will be shared with different members of the production team.

Identify **one** file format, other than PDF, that would be suitable to use for the digital mood board.

.... **[1]**

Turn over

"School23" Multimedia Interactive Book.

Client Brief
World Reading Day takes place on March 6th and the multimedia interactive book will be released on that day. This means that there are 12 months to develop the multimedia interactive book.

The new multimedia interactive book will contain more images than in the original story by J. R. Harpley. There will be five different animations in the multimedia interactive book which will take six months in total to create. The company only has two animators working for them. The animations can only be created after the small team of three graphic artists have drawn the five main characters and the five locations on the moon for the story. It will take two months to draw all the characters and a further two months to draw all the locations.

Characters:
- Arkle (Male Terra)
- Sarah (Female Terra)
- Nakkav (Male 'Others')
- Prafmix (Female 'Others')
- Bellater (school receptionist)

Locations:
- School reception
- Science lab
- Landing pad
- Student bedroom
- Canteen

Animations:
- Introduction
- 'Terra' solve mystery
- 'Others' solve mystery
- 'Terra' wrong decision
- 'Others' wrong decision

The first animation will be a "Welcome to School23" introduction to the school by Bellater and it will explain how to use the book. This will end with the reader making their first decision, do they read the interactive book as a "Terra" or as an "Others" character. Then the reader will need to choose between a male or female character. This then leads into the first part of the story which starts with the disappearance of a rare moonstone from the science lab.

The multimedia interactive book needs to be tested and proofread which will take two months.

2 **(a)** Identify **three** design requirements from the brief.

1 ....

2 ....

3 ....

[3]

(b) Identify **two** time constraints from the brief.

1 ....

2 ....

[2]

(c) Using the information in the brief, create a work plan for the creation of the multimedia interactive book.

Tasks	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar

[8]

(d) During the planning of the production of "School23" workflow needs to be considered.

Explain what the term workflow means.

....

....

....

.... **[2]**

3 (a) Create a visualisation diagram for the digital cover of the new "School23" multimedia interactive book.

Marks will be awarded for:

- content
- layout
- fitness for purpose. **[9]**

(b) Identify **one** suitable file format for the digital cover of "School23" to be used as an online advertisement.

.... **[1]**

(c) Identify **one** suitable file format for the final "School23" multimedia interactive book.

.... **[1]**

SECTION B

INT: CANTEEN
In background Cook is getting lunch ready banging oven doors.
Prafmix moves waste container away from wall.

PRAFMIX
Gasp!

She bends and puts her hand into a small hole in panel wall.

PRAFMIX
Have here an object do I.

Prafmix stands up and looks at object in her hand and shows it to Bellater.

BELLATER
Well done, you have found the moonstone.

Silence then takes over the canteen (Air conditioning in background).

BELLATER
Who did put it here though?

Prafmix starts walking away into corridor passing a teacher in the doorway.

PRAFMIX
Come.

INT: STUDENT BEDROOM
Prafmix presses a panel on the wall.
Click.
It opens to show a bag with three other objects in.

PRAFMIX
Saw Qeetass I did, putting bag in wall and by the waste container at first meal also.

BELLATER
(looking out of window portal)
We must find Qeetass fast.

EXT: LANDING PAD
A small pod took off with Qeetass at the controls.

---

4 (a) (i) Identify **two** sound effects from the script.

1 ....

2 ....

[2]

(ii) Identify **two** locations from the script.

1 ....

2 ....

[2]

(iii) Identify **one** non-speaking character from the script.

.... **[1]**

(b) Explain why the lack of camera angles on the script makes it difficult to create the animation.

....

....

....

.... **[2]**

5 The script for the final scene needs to be converted into a storyboard before it can be given to the animators to create the animation for the multimedia interactive book.

(a) Explain the purpose of the storyboard for the animators.

....

....

....

.... **[2]**

(b) Explain the purpose of scene numbers on a storyboard.

....

....

....

.... **[2]**

6 A podcast containing an actor reading the introduction to the story will be created to advertise the new multimedia interactive book.

(a) Identify **one** suitable file format for the final podcast.

.... **[1]**

(b) Explain the term lossless compression.

....

....

....

.... **[2]**

7 When creating the multimedia interactive book there are legal issues that need to be considered.

Draw a line to match each definition to the correct legal issue.

Legal issue
Intellectual property
Classification
Trademark
Certification

Definition
Independent verification of an accepted level of content
Protection of a name, phrase, symbol from use by others without permission
Creative work which is seen as an asset/property of the creator

[3]

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

Question 8 is based on Fig. 1

Fig. 1 is a mind map created during a planning meeting. The mind map will be given to the content editor of the book to create the interactive aspect of the book.
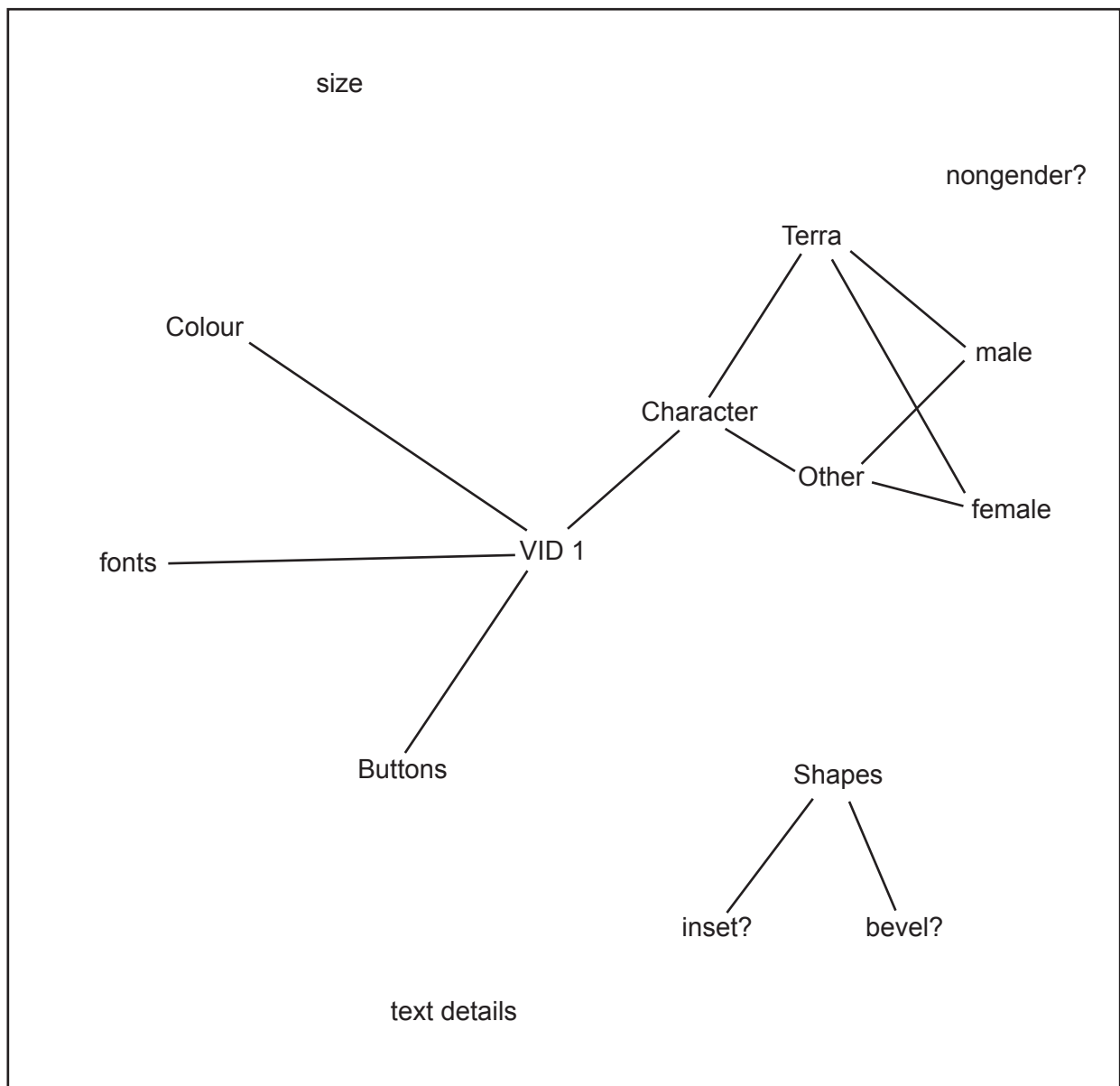
Fig. 1

8* Discuss the suitability of the content and layout of the mind map in Fig. 1 for the content editor. You should include any areas for improvement. **[12]**

*The quality of written communication will be assessed in your answer to this question.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

Turn over

....

....

....

....

....

....

....

....

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).