Modified Enlarged 18pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Monday 13 June 2022 – Afternoon

Level 1/2 Cambridge National in Creative iMedia

R081/01 Pre-production skills

Time allowed: 1 hour 15 minutes
plus your additional time allowance

No extra materials are needed.

Please write clearly in black ink.

Centre number | | | | | |

Candidate number | | | | |

First name(s) _____

Last name _____

READ INSTRUCTIONS OVERLEAF

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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 (*).

ADVICE

Read each question carefully before you start your answer.

BLANK PAGE

Answer ALL the questions.

SECTION A

MonoSound are a rock band. They are releasing a new album called 'Valley of the Wolves'. The new album release will be followed by a European tour to promote the album.

You are designing the publicity for the album and tour.

1 You are taking a MOOD BOARD for the album to a meeting with MonoSound.

(a) (i) Explain the purpose of the mood board.

_____

_____

_____

_____ **[2]**

(ii) Identify FOUR items that you could include on a physical mood board for the album.

1 _____

2 _____

3 _____

4 _____

[4]

(b) (i) **Identify ONE piece of hardware that you could use to convert the physical mood board into a digital mood board.**

_____ **[1]**

(ii) **Describe the process of using the hardware to convert the physical mood board into a digital mood board.**

_____

_____

_____

_____ **[2]**

2 You are carrying out primary research into video special effects that could be used in a TV advert to promote the album.

Describe what PRIMARY RESEARCH is.

_____

_____

_____

_____ **[2]**

3 MonoSound want a poster created to promote the concerts on the 'Valley of the Wolves' European tour. The same poster will be used in each city with only the venue and date details changed.

(a) Create a VISUALISATION DIAGRAM for the poster in the space opposite.

Marks will be awarded for:

content
layout
fitness for purpose
annotations to justify decisions. [10]

(b) Describe how a graphics tablet could be used to create the visualisation diagram.

_____

_____

_____

_____ **[2]**

(c) Identify ONE type of software that could be used to create the visualisation diagram.

_____ **[1]**

(d) The visualisation diagram will be sent electronically to MonoSound, so that they can check it.

Identify the MOST suitable file format for the visualisation diagram to be sent in.

_____ **[1]**

SECTION B

4 The new album needs a digital graphic for use on music streaming sites and as the cover for the CD release.

You are planning this digital graphic.

Create a mind map / spider diagram to show the assets and resources that you will need to create the digital graphic. Use the space opposite.

Marks will be awarded for:

layout
content. [6]

5 The digital graphic and poster need to use assets that have been created by other artists and photographers. The intellectual property rights of these artists and photographers must be considered.

(a) Explain what INTELLECTUAL PROPERTY RIGHTS means.

_____

_____

_____

_____

_____

_____ **[3]**

(b) Identify the meaning of the THREE symbols. [3]

SYMBOL	MEANING
©	
TM	
CC	

(c) **A photograph of a wolf taken by a freelance photographer will be used on the poster. The freelance photographer is allowing the photograph to be used royalty free.**

Explain what ROYALTY FREE means.

_____

_____

_____

_____ **[2]**

6 MonoSound are using a range of media formats during their tour.

Draw a line to match each media format to the correct file type. [3]

MEDIA FORMAT
.avi
.png
.wav

FILE TYPE
Audio
Video
Webpage
Image

7 **During the production of the poster, a work plan is produced.**

Explain the purpose of these parts of a work plan.

Tasks

Milestones

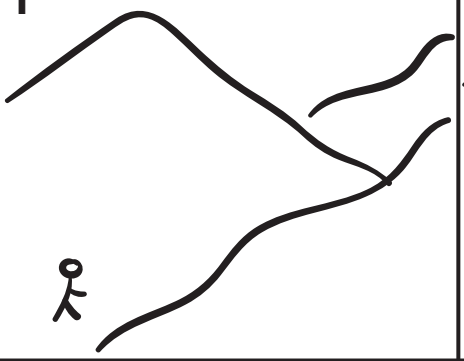
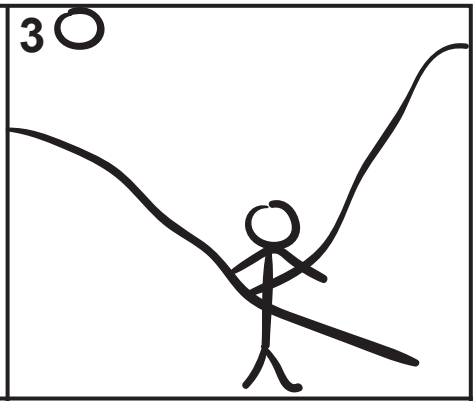
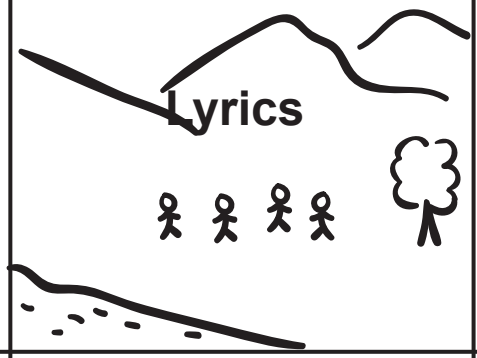
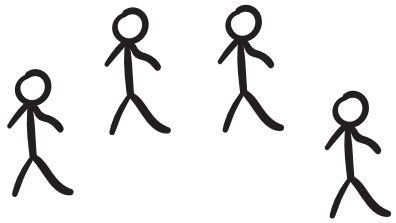
Contingencies

[6]

Question 8 is about FIG. 1

FIG. 1

Storyboard for a video that will be shown on the back of the stage during the concert tour.

1 	2	3 
Wide angle Person in valley Wind blowing	Wide angle Title overlay Music starts	Worm's eye from behind Person walking into valley Music playing
4	5 	6 
Lyrics overlay on sky Music playing	Wide angle Band walking to camera Music playing	Mid distance Band stationary Music playing

8* Discuss the suitability of the CONTENT and LAYOUT of the storyboard in FIG. 1 for the video production team to use. You should make suggestions for improvement. [12]

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).

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