



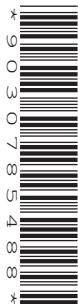
Oxford Cambridge and RSA

Monday 9 January 2023 – Afternoon

Level 1/2 Cambridge National in Creative iMedia

R081/01 Pre-production skills

Time allowed: 1 hour 15 minutes



You can use:

- an HB pencil



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.

Answer **all** the questions

Section A

StreamItNow is a new TV streaming service due to launch in five months' time.

The service is targeted at viewers aged between 25 and 45.

It will show old films and TV shows popular when the target audience were children.

StreamItNow will also produce and show their own new films and TV shows.

You are developing a marketing campaign for StreamItNow.

1 You are creating a physical mood board for the first development meeting with StreamItNow.

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

.....

.....

.....

..... [2]

(b) Identify **two** possible users of the physical mood board.

1

2 [2]

During the first development meeting a mind map is created.

(c) Identify **three** items that could be included on the mind map.

1

2

3 [3]

2 You are creating a digital version of the physical mood board.

(a) Identify **two** pieces of hardware that you could use to create the digital mood board.

1

2 [2]

(b) Identify **two** pieces of software you could use to create the digital mood board.

1

2 [2]

3 StreamItNow is targeting viewers aged between 25 and 45.

(a) Identify **three** methods, other than age, of categorising target audiences.

1

2

3 [3]

(b) Explain how the age of the StreamItNow target audience will affect the design of promotional adverts in magazines.

.....

.....

.....

.....

.....

..... [3]

TURN OVER FOR QUESTION 4

- 4 StreamItNow plans to include images and characters from films and TV shows in their promotional adverts.

(a) Describe the steps StreamItNow must take to use these images and characters legally in adverts.

.....

.....

.....

..... [2]

These images and characters are the intellectual property of their original makers.

(b) Explain what **intellectual property** means.

.....

.....

.....

..... [2]

5 StreamItNow carries out a location recce when filming their own TV programmes.

(a) Explain the purpose of a **location recce**.

.....

.....

.....

..... [2]

(b) Draw a line to match each issue discovered during a location recce to the correct solution.

Issue	Solution
Low light levels	Hire a dolly
No electricity supply	Hire scaffolding
Camera needs to move across road	Hire a generator
	Hire extra lighting

[3]

TURN OVER FOR QUESTION 6

6
Section B

Fig. 1

		
1 Gaming	2 Signage	3 Child watching black and white TV
		
4 Family watching TV	5 Primary colours	6 Children's TV character
		
7 Newspapers	8 Grey walls	9 Older couple
		
10 Overlay	11 Virtual reality	12 Children watching TV
		
13 Cinema ticket	14 At the movies	15 Mobile TV

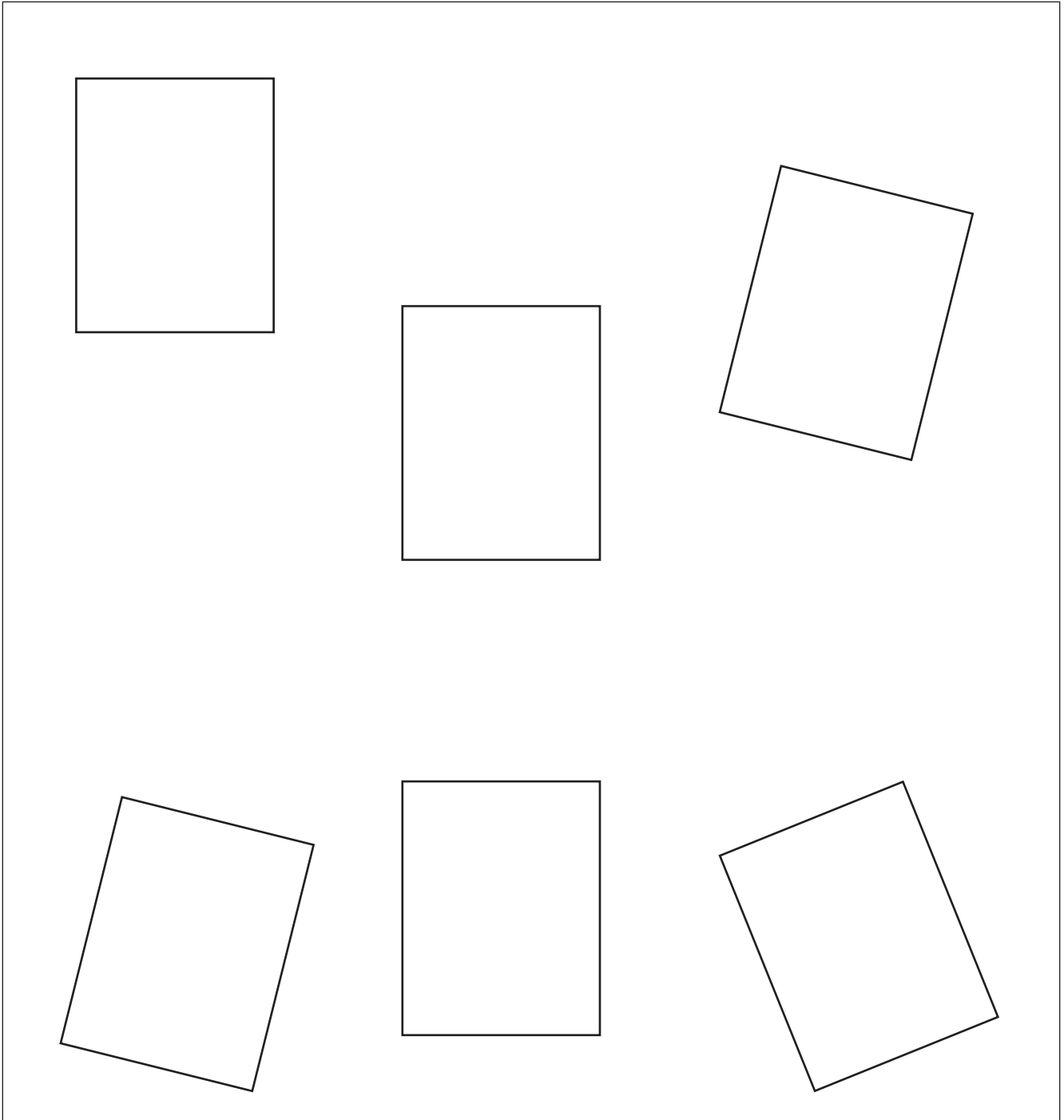
6 Choose **six** images from **Fig. 1** to create a mood board for StreamItNow.

You do not need to draw the images. You must show which images you have chosen in the boxes provided and justify your choices.

Marks will be awarded for:

- fitness for purpose
- annotations to justify your choices.

[8]



7 A TV advert will be created to promote StreamItNow.

(a) Create a storyboard for a 30-second promotional advert.

Marks will be awarded for:

- content
- layout
- fitness for purpose
- scene information.

[10]

.....
.....
.....
.....
.....
.....

Different members of the advert pre-production team will view and update the storyboard.

(b) State **one** way the storyboard could be named to keep track of the different updates.

..... [1]

8 A script will also be developed for the TV advert.

Identify **three** items that would be included on the script.

1

2

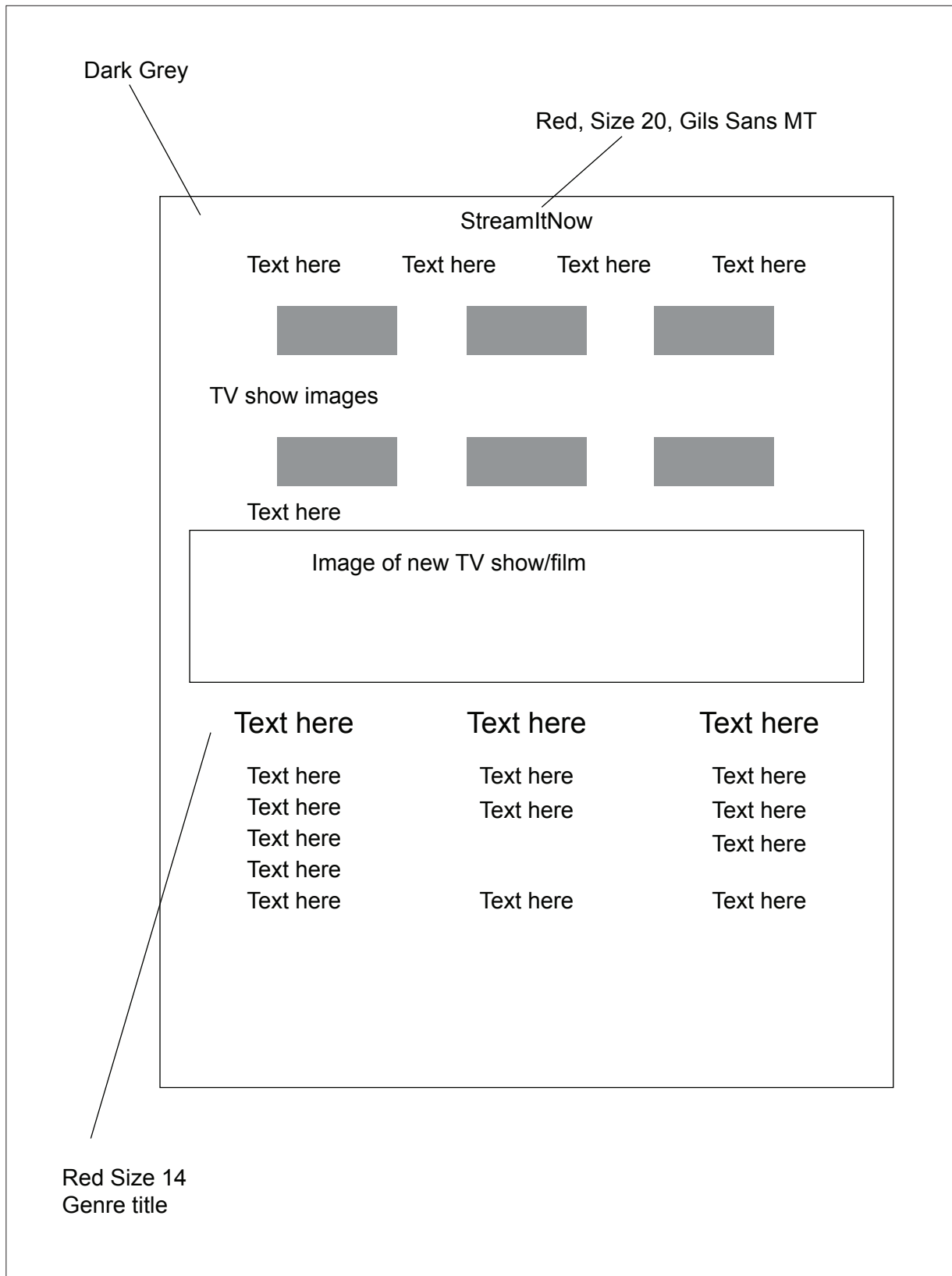
3

[3]

TURN OVER FOR QUESTION 9

Fig. 2

A draft visualisation of the menu screen that viewers will see when they log on to the streaming service. This will be used by the web developer to create the menu screen.



- 9*** Discuss the suitability of the content and layout of the visualisation in **Fig. 2** for the web developer. You should make suggestions for improvement.

[12]

[illegible]

.....

.....

.....

.....

.....

.....

.....

END OF QUESTION PAPER

This image shows a blank sheet of white paper designed for handwriting practice. It features a solid vertical line on the left side, creating a narrow margin. The rest of the page is filled with evenly spaced horizontal dashed lines, providing guides for letter height and placement. There are no markings, text, or illustrations on the page.

Copyright Information

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.