Modified Enlarged 24pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Monday 9 January 2023 – 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

YOU CAN USE:
an HB pencil

YOU MUST HAVE:
Loose Sheet for Fig. 1 and Fig. 2

Please write clearly in black ink.

Centre number | | | | | |

Candidate number | | | | |

First name(s) _____

Last name _____

READ INSTRUCTIONS OVERLEAF

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1557279882

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

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]**

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. [3]

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

SECTION B

FIG. 1 is on the Loose Sheet.

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 opposite 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]

FIG. 2 is on the Loose Sheet.

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]

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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