

Cambridge National

Creative iMedia

Unit **R081**: Pre-Production Skills

Cambridge National Creative iMedia Level 1/Level 2
Award/Certificate/Diploma J807, J817, J827

Mark Scheme for January 2014

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2014

These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

1		1091	+	Good response/positive
2		1181	+	Positive
3		1171	-	Negative
4		281	?	Unclear
5		31	BOD	Benefit of doubt
6		21	Cross	Cross
7		991	FA	First answer
8		41	FT	Follow through
9		1811	FTX	Follow through wrong
10		501	NAQ	Not answered question
11		191	NBOD	Benefit of doubt not given
12		521	NGE	Not good enough
13		201	TV	Too vague
14		11	Tick	Tick

Question		Answer	Marks	Guidance
1	a	a visual tool(1) 'feel'/'flow'/'look'(1) assist in generation of ideas(1)	2	For full marks must refer to visual aspect and about PURPOSE not description of a mood board
	b	Two from eg <ul style="list-style-type: none"> • Photographs • Fonts • Colours • Graphics 	2	Accept text
	c	One from eg <ul style="list-style-type: none"> • Scanner • Visualiser • Camera • Web Camera 	1	Accept any device capable of capturing digital images. Do not accept computer on its own; too vague. Accept smart phone.
	d	Two marks for suitable response with expansion. eg <ul style="list-style-type: none"> • Colours used (1) will reflect the nature of band(1) • Images used(1) will show the rock image of the band(1) • Language used (1) will link to the nature of the music(1) 	2	Answer must be in relation to context of rock band/Winged Breath.
2		Risk (1) with measure (1). eg <ul style="list-style-type: none"> • Headaches(1) Take frequent breaks(1) workers take a break every hour(suitable timescale) • Tripping over cables(1) Cables are covered/tied/not loose • Back strain (1) should not sit in a bad position provide an adjustable chair(1) 	6	3 max for risk 3 max for measure

Question		Answer	Marks	Guidance
3	i	One from: <ul style="list-style-type: none"> • Versions(1) • Dated folders(1) • Dated versions(1) • Track changes(1) 	1	All about version control
	ii	Two marks for suitable point and expansion eg <ul style="list-style-type: none"> • Naming files V1, V2(1) will stop confusion with older versions(1) • Using dated folders keeps earlier versions together(1) this means that the improved versions can be identified(1) 	2	Must relate to answer in 3i. 3i must be correct for any marks to be awarded.
4	a	Two from ; e.g <ul style="list-style-type: none"> • Speech/dialogue (1) • Set or location for the scene (1) • Direction (eg what happens in the scene, interaction) (1) • Shot type (1) • Camera movement (1) • Sounds (eg for actions or events) (1) • Characters (1) 	2	
	b	2 marks for suitable explanation eg <ul style="list-style-type: none"> • Pictures of band and stage(1) make it easier to visualise the situation(1) • Using images for a moving scene from the (documentary) film(1) is easier to relate to than text based(1) 	2	Must relate to the use as a visual tool not description of what included in a storyboard. Must be answered in the context of the DVD documentary film to gain full marks.

Question		Answer	Marks	Guidance
5		2 from eg <ul style="list-style-type: none"> • Logo • Title • Image • Suitable text • Annotations 	2	"content" too vague.
6	i	Two from eg <ul style="list-style-type: none"> • Gender • Ethnicity • Income/Occupation • Location • Accessibility 	2	Do not accept interests as the question is in the context of Winged Breath.
	b	Two from Eg <ul style="list-style-type: none"> • Violence • Foul language • Sexual content 	2	Must be related to content of DVD
7		To gain maximum marks all four aspects must be covered. Content: (max 3 marks) eg <ul style="list-style-type: none"> • Title • Certification symbol • Images of band • Other images • Other text (max 2) Layout: (max 3 marks) eg <ul style="list-style-type: none"> • Suitable layout for DVD cover • Use of space • Colour scheme 	9	Visualisation must be related to the context of the question to gain any marks. Colour scheme must work.

Question	Answer	Marks	Guidance						
	Fitness for Purpose (1) eg <ul style="list-style-type: none"> • Size of visualisation relevant to front of the DVD cover • Stylisation Annotations to justify. (max 2 marks) <ul style="list-style-type: none"> • Justification of one item (1) • Justification of more than one item (2) 								
8	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">Level 3 7-8 marks</td> <td>Clear structure with logical connections. Content is relevant to context and webpage. Detail is clear and understandable.</td> </tr> <tr> <td style="text-align: center;">Level 2 5- 6 marks</td> <td>Structure of diagram is clear but may not be totally logical. Content not fully relevant to context and/or webpage.</td> </tr> <tr> <td style="text-align: center;">Level 1 0-4 marks</td> <td>Diagram has basic structure (may not be clear), content may not be wholly appropriate, links may not be totally logical</td> </tr> </table>	Level 3 7-8 marks	Clear structure with logical connections. Content is relevant to context and webpage. Detail is clear and understandable.	Level 2 5- 6 marks	Structure of diagram is clear but may not be totally logical. Content not fully relevant to context and/or webpage.	Level 1 0-4 marks	Diagram has basic structure (may not be clear), content may not be wholly appropriate, links may not be totally logical	8	Marks are awarded for diagram considering the following points: <ul style="list-style-type: none"> • Recognisable diagram structure • Logical sequence of nodes/sub-nodes • Content relevant to Winged Breath/rock band DVD • Content relevant to webpage (NOT website) • Relevance of link between content for PAGE • Suitable detail/annotation The diagram should be viewed as a whole and then graded appropriately. Content is relevant to a page to promote the DVD Mind map must be related to the context of the question to gain any marks.
Level 3 7-8 marks	Clear structure with logical connections. Content is relevant to context and webpage. Detail is clear and understandable.								
Level 2 5- 6 marks	Structure of diagram is clear but may not be totally logical. Content not fully relevant to context and/or webpage.								
Level 1 0-4 marks	Diagram has basic structure (may not be clear), content may not be wholly appropriate, links may not be totally logical								
9	One from; eg <ul style="list-style-type: none"> • Mp3 • Mp4 • Ogg (Vorbis) • Wav 	1							

Question	Answer	Marks	Guidance
10	<p>Two marks for suitable point and expansion eg</p> <p>Benefit Reduces size of file (1) can store more files on a device(1)</p> <p>Drawback Some of the data is lost(1) can affect quality of sound (1)</p>	4	Full marks must cover both benefit and drawback
11	<p>Level 4: 10 – 12 Marks</p> <p>There will be an excellent understanding of the question with clear explanation of the suitability of the storyboard. The strengths and weaknesses of the storyboard are considered in equal weighting.</p> <p>The suggested improvements will be well thought out and explained in context.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling, punctuation and grammar.</p>	12	<p>The following areas should be considered in the answer</p> <ul style="list-style-type: none"> • Number of scenes • Scene content • Timings • Camera shots (eg close up, mid, long) • Camera angles (eg over the shoulder, low angle, aerial) • Camera movement (eg pan, tilt, zoom or using a track and dolly) • Lighting (eg types, direction) • Sound (eg dialogue, sound effects, ambient sound, music) • Locations (eg indoor studio or other room, outdoor) • Camera type
	<p>Level 3: 7 – 9 Marks.</p> <p>There will be a good understanding of the question with the strengths and weaknesses of the storyboard being considered.</p> <p>The improvements suggested may be limited in their detail and may not be wholly suitable to the context.</p> <p>There will be some use of subject specific terminology and there may be occasional errors in spelling, punctuation and grammar.</p>		

Question	Answer	Marks	Guidance
	<p>Level 2: 4 – 6 Marks. There will be a basic understanding of the question with strengths and/or weaknesses of the storyboard being identified. This may be one sided.</p> <p>Some improvements may be suggested but they will not be wholly suitable There may be errors in spelling, punctuation and grammar which may not be intrusive.</p>		
	<p>Level 1: 0 – 3 Marks Limited understanding of the use of storyboards. Answers will be vague and not necessarily linked to the context of the question.</p> <p>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.</p>		

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2014

