

Wednesday 3 June 2015 – Morning

Level 1/2 Cambridge Nationals in Creative iMedia

R081/01: Pre-production Skills

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour 15 minutes



| | | | |
|-----------------------|--|----------------------|--|
| Candidate forename | | Candidate surname | |
|-----------------------|--|----------------------|--|

| | | | | | | | | | | |
|---------------|--|--|--|--|--|------------------|--|--|--|--|
| Centre number | | | | | | Candidate number | | | | |
|---------------|--|--|--|--|--|------------------|--|--|--|--|

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- Quality of Written Communication will be assessed in the question marked with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

Answer **all** the questions

Section A

Three Oaks, a supermarket chain, is launching a Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream. You have been asked to develop the pre-production documents for the advertising campaign for this sale.

1 One of the main methods of advertising will be the use of printed adverts in magazines. Three Oaks has asked that you produce a mood board for the magazine adverts.

(a) (i) State **one** purpose of a mood board.

..... [1]

(ii) State **three** items that can be included on a mood board.

1

2

3

[3]

(iii) Explain **one** way the mood board can be used to plan for the magazine adverts.

.....
.....
.....
..... [2]

2 A radio advert will be used to promote the Summer Bank Holiday Sale. A script is required for this advert.

(a) Identify **two** pieces of information that will be included in the script.

1

2

[2]

(b) Explain **one** purpose of the script.

.....
.....
.....
..... [2]

(c) Identify a suitable file format for the finished radio advert.

..... [1]

3 Three Oaks has provided you with a written client brief for the Summer Bank Holiday Sale advertising campaign. In this client brief, Three Oaks has set out its requirements for the campaign.

(a) (i) The client brief has defined the colour scheme. Identify **three other** pieces of information that you could expect to find in this client brief.

1

2

3

[3]

(ii) Explain **one** reason why Three Oaks would state the colour scheme to be used in the advertising campaign.

.....
.....
.....
..... [2]

The income of the target audience of the supermarket advertising campaign needs to be considered during pre-production.

(b) (i) Explain **one** way that the income of the campaign's target audience will affect the content of the adverts used.

.....
.....
.....
..... [2]

(ii) The target audience can be categorised by income. Identify **two other** ways that the supermarket's target audience can be categorised. For each category provide an example to illustrate your point.

Category

Example

.....

Category

Example

.....

[4]

4 A video campaign will be used to launch the Summer Bank Holiday Sale. This will involve a large team working together to produce a number of video adverts.

To support this you have been asked to draw up a work plan for the production of these video adverts.

(a) (i) Explain **one** purpose of a work plan.

.....
.....
.....
..... [2]

(ii) Identify **three** items that would be included on a work plan.

1
2
3 [3]

(iii) Explain **one** reason why using the work plan would help when working with a large team to produce the video adverts.

.....
.....
.....
..... [2]

Section B

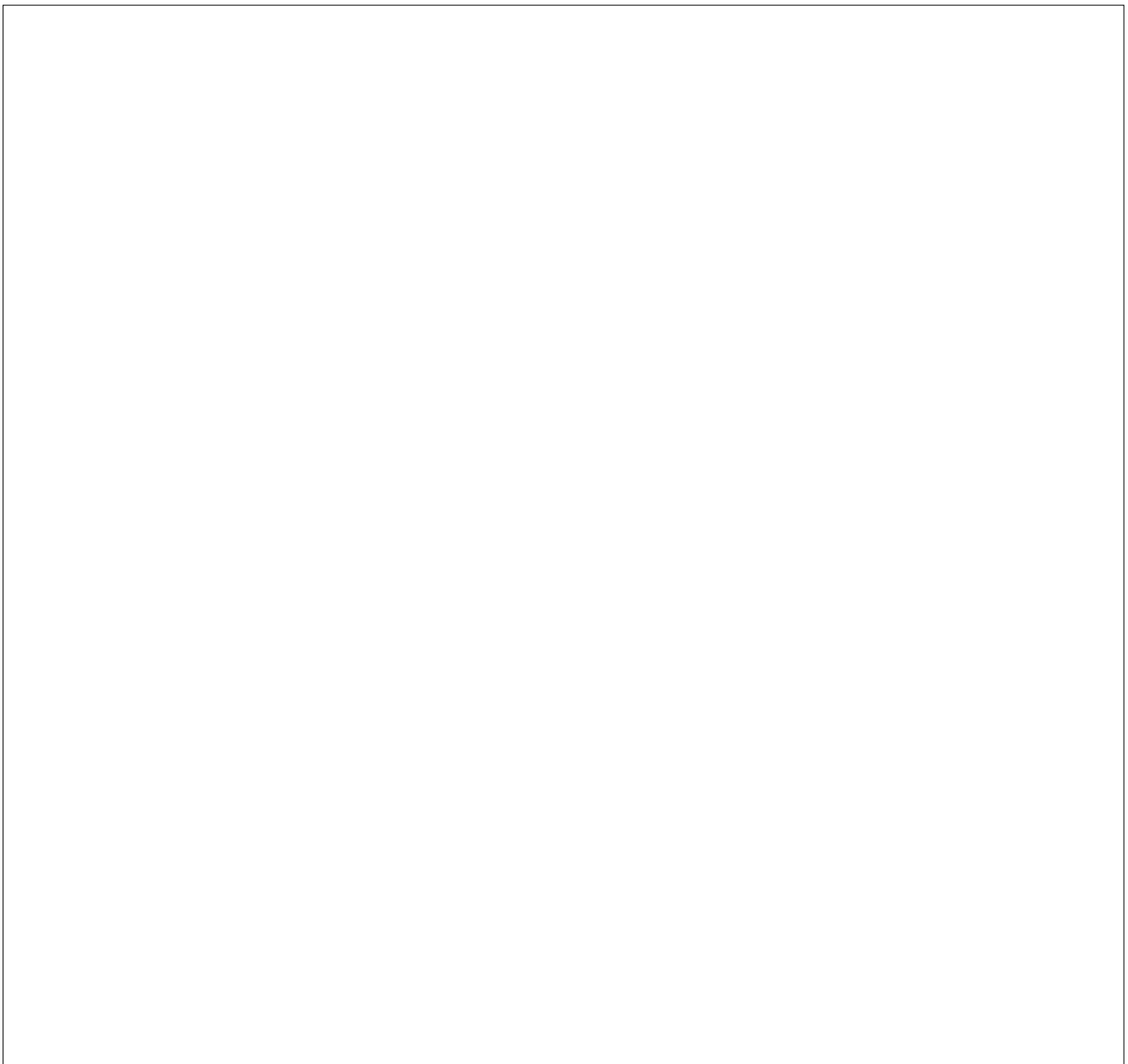
- 5 Three Oaks has asked to see your ideas about how the magazine advert will look for the Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream.

Create a visualisation diagram for the magazine advert for the Summer Bank Holiday Sale.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[7]



7
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

- 6 A video will be created and used as a pop-up advert on various websites. **Fig. 1** below contains the first draft of a script for part of the advert.

EXT. (EXTERIOR) – GARDEN

In bright sunshine.

Children playing in the garden laughing and chasing each other.

INT. (INTERIOR) – KITCHEN

Male parent looking into cupboard.

MALE PARENT

Aah.

EXT. (EXTERIOR) – PARK

Long shot

Four people sitting down on rug and talking, listening to music, with a disposable barbecue.

Female in group reaches into bag and finds it's empty.

FEMALE IN GROUP

Aah.

FEMALE VOICE-OVER (VO)

Don't let the Bank Holiday turn into a disappointment.

Remember this Bank Holiday to stock up on food to make the last days of Summer go out with a swing.

EXT. (EXTERIOR) – SUPERMARKET SHOP

Long shot

FEMALE VOICE-OVER (VO)

This week only: 20% off all fresh meat.

20% off all bread rolls.

25% off all disposable barbecues.

Offers end Sunday.

Fig. 1

(a) (i) Identify **two** visual characters from the script.

1

2 [2]

(ii) Identify **two** locations used in the script.

1

2 [2]

(b) Explain **one** reason why an **exterior long shot** of the supermarket is used.

.....
.....
.....
..... [2]

(c) Explain **two** aspects of the script that require more detail so that it becomes more useful as a pre-production document.

1

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

2

.....
.....
..... [4]

(d) The finished advert will be used as a pop-up advert on various websites.

Identify a suitable file format for the finished advert. Give a reason to support your choice.

Format

Reason

..... [2]

Question 7 is based on Fig. 2

Fig. 2 is the first draft of a pre-production mood board for a television advert for the Summer Bank Holiday Sale. The advert will be shown on national television channels between programmes at prime-time viewing, before 9pm in the evening.



Fig. 2

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.