CAMBRIDGE NATIONALS

Examiners' report

CREATIVE iMEDIA

J807, J817, J827

R081 Summer 2018 series
Version 1

Contents

Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates. The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report. A full copy of the question paper can be downloaded from OCR.

Paper R081 series overview

This session saw the largest sitting to date with a general level of knowledge of the specification being demonstrated. We saw an increase in generic answers which could be an indication of this increased entry. Previously, candidates' answers tended to be more specific/refined.

There was an increase this year in answers which did not contain specific specification content. R081 is a context-based examination and, for best performance, questions need to be answered within the context of the question. Many of the responses seen this session did not link to the context, which again goes against the trend seen in recent sessions.

This session there has been a noticeable difference in the understanding of the command words in questions. For example, candidates identified or described answers, when explanations were required. Supporting candidates in identifying and understanding command words will help support their ability to access the marks within a question,

Section A

Question 1(a)

'Words from the Planet' is a new conservation campaign with the purpose of increasing the awareness of the environmental issues that are faced by our planet. The campaign is targeted at a wide target audience between the ages of 12 and 50. 'Words from the Planet' will use a variety of media to raise awareness of the issues faced.

1   You have been asked to create a number of pre-production documents to take to the first campaign meeting.

     (a)   Identify **three** items, other than annotations, which could be included on a visualisation diagram for a flyer to publicise the 'Words from the Planet' campaign.

        1 ....

        2 ....

        3 ....

                                                                  [3]

This question was generally well answered with candidates gaining at least one mark. Marks could only be credited where answers were specific to a visualisation diagram rather than to a mood board or other documents.

Some candidates included annotations as an answer, even though these were excluded from possible responses.

It is important that candidates fully read the question in order to provide an appropriate response.

A number of responses seen contained answers such as 'text size' and 'image size' which can only be placed on a visualisation as an annotation. Vague answers such as 'text' were widely seen as well, which could refer to annotations.

Question 1(b)

(b) Explain the purpose of a digital mood board for the 'Words from the Planet' campaign.

....

....

....

.... **[2]**

Whilst being generally well answered this question, many answers seen were only descriptions of what a mood board contained. The question required an explanation of its purpose within this context. This restricted the marks that could be credited.

It is important that candidates are specific in their answers. Many answers given referred to mood boards being used to 'generate ideas'. This could easily refer to a mind map, another pre-production document in the specification, and as a result did not gain any credit. These types of answers did not indicate that candidates were clear in their understanding of the purpose a mood board.

Some candidates referred to the digital aspect of the mood board where ideas could be shared. This would gain a second mark but only if it was linked to the visual aspect of the idea generation.

Clear indication of the visual aspect of the mood board needed to be seen, as this is what sets mood boards apart from a mind map.

Exemplar 1

The purpose of the 'words from the planet' moodboard will develop it ideas visually ✓ using pictures of environmental issues, ✓ show awareness for the **[2]** Target audience who see it online.

Question 2(a)

2　Several short 30 second films will be made to explain each of the environmental issues facing the Planet.

　　(a)　A storyboard will be created for each of these films. Explain **one** reason why this is the **most** suitable document for planning these films.

　　　　..

　　　　..

　　　　..

　　　　.. **[2]**

Many responses stated what a storyboard would contain i.e. camera angles, timings etc. However, the command word required the candidate to 'explain'.

Responses were often vague, when talking about the visual aspects of the storyboard. It is important that explanations clearly link to the storyboard. Often answers given could also have referred to other pre-production documents in the specification, e.g.a visualisation diagrams.

To access full marks, candidates needed to be referring to the fact that a storyboard can show the timeline of a product. This would include various scenes, and what these scenes could contain. It is the ability to show the design of the film over time that makes it the most suitable document.

Exemplar 2

A Storyboard is most Suitable because when using a Storyboard you can set the parts of the film into Sections ✓ and make it more organised into chronological order. ✓ [2]

Question 2(b)

(b) Explain how the following aspects of the storyboard help the production team.

Camera angles

....

....

....

....

Scene numbers

....

....

....

....

Camera movements

....

....

....

....

[6]

This question required a higher level of technical knowledge from the specification.

Candidates often missed marks when they simply reordered words for camera angle and camera movement. This often meant that there was no explanation of why they are needed and important to the production of the video.

Good answers mentioned that seeing the camera angle and camera movement meant that the production team (wide term used to help the candidates) would know how and where to set the equipment up, or how to move the camera to meet the requirements of the video.

It is important that candidates use correct terminology when using camera movement, shot type and camera angle to within questions. .

Question 3(a)

3   The films will be shown on various websites as well as on screens in amusement parks.

    (a) Explain how the wide age range of the 'Words from the Planet' target audience will affect the content of the films.

....

....

....

....

....

.... **[3]**

The strongest responses showed linking of responses to the context of the question. The paper and scenario is set within the context of an environmental campaign. Some answers mentioned non-related contexts, e.g. referring to swearing and general violence.

This question was looking for answers where the idea of language and appropriate images are considered which appeal to all ages within the target audience. Some images showing scenes that are not appropriate fully for young audiences, such as those seen in recent nature programmes on national television, were acceptable responses. These however do not come under the theme of violence as often explained by candidates.

Exemplar 3

The content will have to be suitable for all of the target audience. This means that the films must appeal to ~~twelve~~ ~~year olds~~ 12-50 year olds. This then means that there should be simplified information ✓ so the younger audience can understand ✓ but the film should also [3] contain more detailed information for the older audience ✓

Question 3(b)

(b) Identify **two** aspects, other than age, of target audiences that could be considered when planning these films.

1 ....

2 ....

[2]

This question was generally well answered with aspects taken from the specification being referenced. However interests were not seen as an appropriate answer due to the context of the scenario.

Some candidates did not seem to read the question properly, referring to answers such as 'age', 'camera type' and 'genre'. Candidates need to read questions carefully to ensure they meet the requirements of the question.

Question 4(a)

4   The name of 'Words from the Planet' will be trademarked with the ™ symbol.

(a) Explain what the Trade Mark ™ symbol means when it is used with the campaign's name.

....

....

....

.... **[2]**

Generally, well answered showing a good understanding of the use of the TM symbol and its implications. There was some confusion seen where copyright was incorrectly referred to.

Exemplar 4

The Trademark symbol means that it the company legally owns the morphrase 'Words from the planet' meaning that nobody is allowed to copy these words unless they seek permission for. **[2]**

Question 4(b)

The 'Words from the Planet' campaign will use images taken from space showing the world's oceans. The copyright of these images is held by the space organisations who took the images.

(b) Describe what steps must be taken so that these images can be used.

....

....

....

.... **[2]**

The best answers clearly met the command word 'describe'.

The question asked for the description of the steps required for 'Word from the Planet' to be able to use the images. Strongest answers referred to 'asking permission from the space organisations' or 'asking permission and paying a fee'.

Many answers explained the idea of copyright rather than how to use the copyrighted images.

A number of candidates also provided responses that referred to checking the copyright situation for the images. This was incorrect. The situation regarding copyright was already clearly stated.

Exemplar 5

Words from the Planet will need to ask the space organisation ✓ for permission to use their product ✓ granting Words from the Planet permission to use it as long as they pay a fee or promote their company. [2]

Section B

Consider the images in **Fig. 1** below:

Item removed due to third party copyright restrictions

Fig. 1

© OCR 2018

Section B

Question 5

5   Choose six images from **Fig. 1** to create a mood board for the 'Words from the Planet' campaign.

You do not need to draw the images. You must show which images you have chosen and where you would position them on the mood board.

Marks will be awarded for:

*   fitness for purpose;
*   annotations to justify your choices.   **[9]**

Consider the script in **Fig. 2** below:

Ext: Edge of forest at foot of mountain.
Camera flies in towards presenter.
Presenter (Walk to camera):

> Welcome to Alaska, home of the Brown Bear and the last untamed wilderness.

Cut to:
    Brown Bear moving across grassland by river with mountains behind.

Presenter (Walking in circle):

> As the towns of Alaska expand into the forests they impact on the Brown Bears' home. The boundary between the two species blurs...

Cut to:
    Brown Bear on the streets of town.

Presenter (Voice-over):

> ...and man and bear begin to compete for food, water and a place to live.

Cut to:
    Bear turning over a bin before climbing through a house window.

Fig. 2

This was well answered with a majority of candidates selecting appropriate answers. The main differentiator seen was the quality of the justifications. Lower scoring answers described what the images were, rather than why they should be used.

Exemplar 6

5   Choose <u>six images</u> from **Fig. 1** to create a mood board for the 'Words from the Planet' campaign.

You do not need to draw the images. You must show which images you have chosen and where you would position them on the mood board.

Marks will be awarded for:

- fitness for purpose;
- annotations to justify your choices.

L3

[9]

Globe in a hand
- I choose this because the saftey and the protection is in our hand we need to made sure we care for the world not destroy it, this is a very inspieional picture because it shows us what we need to do to neep the world saft

Globe with Pin in it
- I choose this because this shows that instead of hurting the planet we need to show love to it. the picture shows if we keep putting pin in it the more distruction we are going to make

Earth day
- I choose this because it's a day that should be celearbration because each day the world is being destroyed - and this picture can say that.

fonts
- I choose this because the clients need to have a varitey of fonts they can choose from

Roads In the Rainforest
- ive choose this because if we build more roads in the rainforest We are destroying habits and we could be willing anmails, so this picture coold show people whats happening to our world

Cars
- I choose this because this is one of the main reasons [~~wht~~ world is being polluted by car fuel

Question 6

6　Create a mind map from the script in **Fig. 2** showing the various aspects that will need to be considered when planning the filming of one of the short films.

Marks will be awarded for:

- layout;
- fitness for purpose. **[7]**

The mind maps seen were generally well structured showing a good understanding and knowledge of the pre-production document. Marks were lost however when candidates only copied content from the script onto the mind map. The question asked candidates to show aspects that would need to be considered when planning the filming such as light, equipment, and health and safety.

Exemplar 7
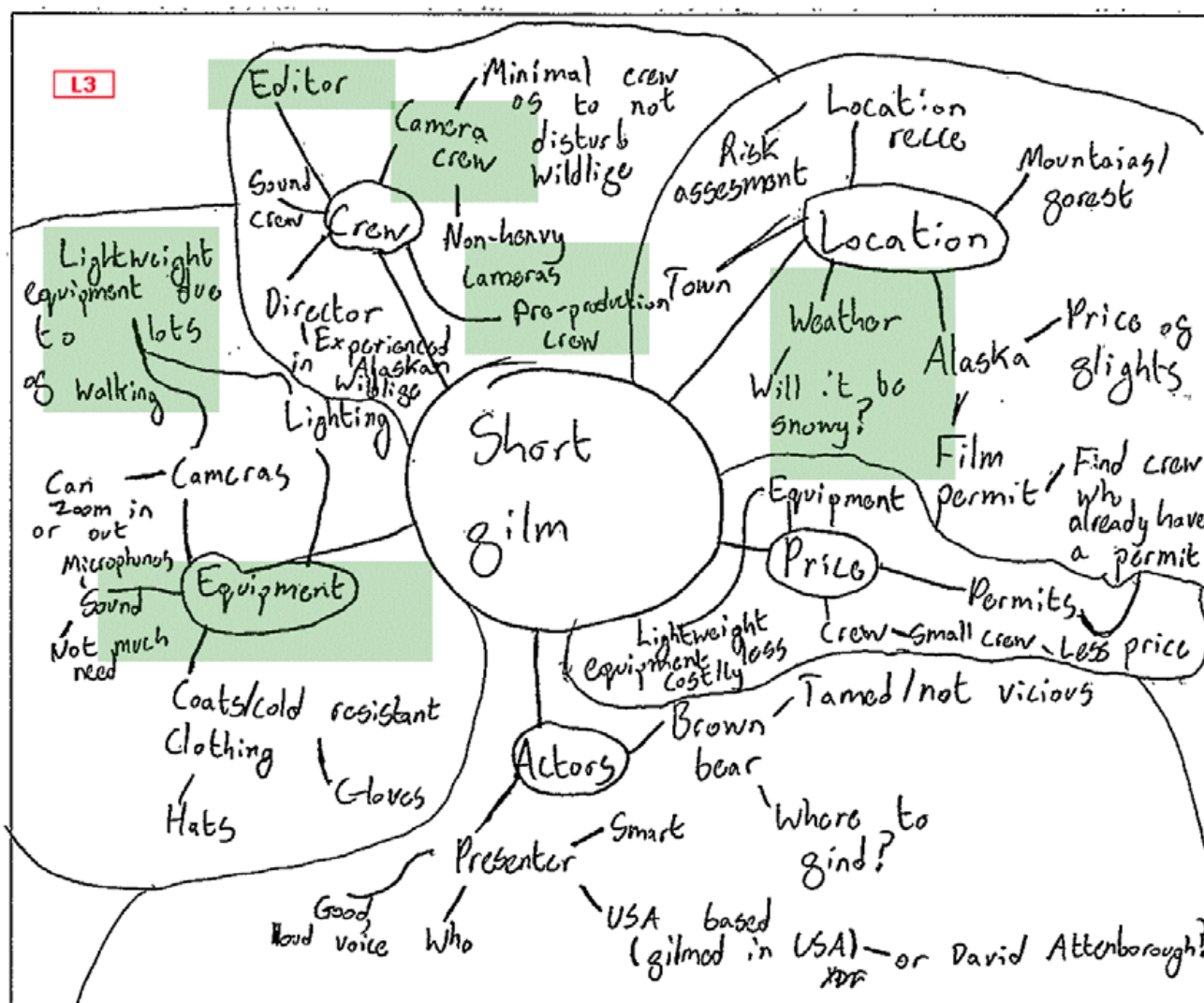
Question 7(a)(i,ii,iii)

7   (a)   Using the script in **Fig. 2** identify the following:

    (i)   location: ....

    (ii)   character: ....

    (iii)   stage direction: ....

<div style="text-align:right">**[3]**</div>

> The responses seen here referred to the script provided and asked candidates to pick the information from there.
>
> The main areas where candidates lost marks were for being too vague in the location, referring to Alaska as an answer. The script is clearly set out showing several specific locations for the filming of the script for the candidates to select. This together with not selecting the stage direction for the presenter led to marks being dropped.

Exemplar 8

    (i)   location: ......*Edge of forest at foot of mountain* ✓✓

    (ii)   character: ....*Presenter* ✓

    (iii)   stage direction: ....*(walking in a circle)* ✓

<div style="text-align:right">**[3]**</div>

Question 7(b)

As the script is created it is edited by different members of the pre-production team.

(b)   State **one** way that the script could be named to keep track of its different edits.

.... **[1]**

> This question tested candidates' knowledge of version control and was in the main well answered with sound examples of naming conventions being provided. Several responses were seen referring to scene numbers being used. This was incorrect as this is terminology used for a storyboard and this question was referencing a script editing process.

Question 8

8   A series of digital graphics will be created to promote the campaign.

Identify the **most** suitable file format for each of the digital graphics listed, explaining why it is the **most** suitable file format.

Printed Poster

File format: ....

Justification: ....

....

....

....

Web Graphic

File format: ....

Justification: ....

....

....

....

[6]

This question sought to test knowledge developed in the mandatory coursework Unit RO82. The responses seen were more variable that expected and showed that the more technical knowledge required in the specification was not as developed as would be expected.

The question asked for the most suitable file format. With the print aspect this required a high-resolution image file with minimal setting changes. With the web-based aspect this required a file type that reduced loading time.

Exemplar 9

Printed Poster

File format: ....TIFF ✓

Justification: ...Because it is a high quality file
type ✓ it is lossless meaning it won't lose ✓
quality and it is ideal for creating ✓
a high quality poster print.

Web Graphic

File format: ....JPEG ✓
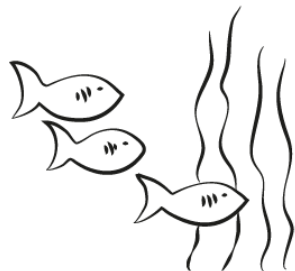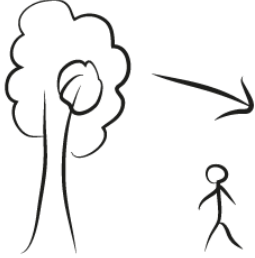
Justification: ...Because it is a small file format.
meaning it can be saved and printed quickly.
It is easily transferrable quickly because
of its ↓ size ✓ and its lossy meaning it loses
small
unnessassary data to decrease size. ✓

[6]

Question 9

Question 9 is based on **Fig. 3**.

Fig. 3 is a draft of a storyboard for a section of one of the 30 second films. The storyboard will be given to the camera crew who will create the film.

Clouds Camera flies through them	Mountains Camera flies past mountains along line of river	Under the sea
Rainforest Camera rises from ground up over trees	Tree Wide shot of tree Close in on tree falling	Beach Camera moves along beach Zoom in on boy and rubbish

Fig. 3

9*   Discuss the suitability of the content of the storyboard in **Fig. 3** for the camera crew. You should include strengths, weaknesses and any areas for improvement.

*The quality of written communication will be assessed in your answer to this question.   **[12]**

This session saw a wider range in responses to this question than in the past, reflecting the increased entry this session. Well prepared candidates had looked at previous mark schemes and reports. This supported well-constructed answers and referred back to the audience for the storyboard, the camera crew. As a result, marks in the top mark band were accessed.

Where candidates did not answer well, responses referred to the wrong audience and purpose for the document. There were many candidates who referred to the need to include colour on the storyboard as it would make it more appealing. This indicated the lack of understanding of the use of the storyboard and the audience it is designed for.

It should be noted that this question is the only place in the specification where quality of written communication is assessed. As a result, bullet pointed answers are not appropriate and will lead to marks being restricted for this question.

Exemplar 10

9*   Discuss the suitability of the content of the storyboard in **Fig. 3** for the <u>camera crew</u>. You should include strengths, weaknesses and any areas for improvement.

    *The quality of written communication will be assessed in your answer to this question.   **[12]**

This storyboard is suitable for the camera crew as it provides a description of the camera's movement in almost scenes whether it be zooming in or the camera moving along the beach. This is useful because it shows how the camera crew should move the camera to ensure they film a quality shots that was intended. Furthermore, the storyboard shows the camera shots required using the images which give an insight on the type of shot. For example, one clearly shows an extreme wide shot of the mountains. This is useful because the camera crew knows how much scenery to film so that. Without this they would be confused on the type of shots they would use and the production would be more difficult. Finally, the storyboard gives the direction of objects that they have to follow with their camera using arrows to signify the direction which is incredibly useful for getting a clear idea on how the finished film should look and the positioning of the camera, aiding its movement further.

On the other hand, the storyboard doesn't contain any scene timings, meaning that there is no knowledge on how long each scene is making it difficult to determine how long each scene it should be affecting the final film. You would need to add scene timings to ensure the length of each shot is clear. Secondly, Moreover,

*It's a
fault
more detail
needs added
to be stated
in the images.

There is a lack of detail in each picture because there is only a vague outline for each image; therefore, it makes it challenging for the camera crew to decide on the exact location of the shot because there isn't you can't conclude exactly where its may.* Finally, the storyboard doesn't provide a time of day for each scene meaning if so it's unclear whether it should be daytime for each scene and or nighttime for a few. Although there is the sun in Image it's uncertain the time of day in the other. To improve there would need to be information on the brightness and time of day

L3

14

to perfect the storyboard

To conclude, this storyboard is not yet quite useful as it provides vital information on the camera movements, shots and the direction of objects movement there is a lack of timings, detail and line of day greatly limiting the storyboard's usefulness

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