

Exemplar candidate work

Introduction

OCR has produced these simulated candidate style answers to support teachers in interpreting the assessment criteria for the new Creative iMedia specifications and to bridge the gap between new specification release and availability of exemplar candidate work.

This content has been produced by senior OCR examiners, with the input of Chairs of Examiners, to illustrate how the sample assessment questions might be answered and provide some commentary on what factors contribute to an overall pass. The candidate style answers are not written in a way that is intended to replicate student work but to demonstrate what a “good” or “excellent” response might include, supported by examiner commentary and conclusions.

As these responses have not been through full moderation and do not replicate student work, they have not been graded and are instead, banded “good” or “excellent” to give an indication of the level of each response.

Please note that this resource is provided for advice and guidance only and does not in any way constitute an indication of the pass/fail boundary or endorsed answers.

Learning outcome and related assessment criteria	Comments
1 Exploration	Good (covers the key points)
2 Planning	Good (work plan covers key points but quite basic)
3 Creating the final work	Good. The mood board is quite limited but constrained by the use of copyrighted material in this simulated exemplar work. The storyboard lacks detail as a working document but this unit is about understanding the use of planning documents, so this could be developed further if creating the video in another unit.
4 Review/evaluation	Excellent

**OCR LEVEL 2 AWARD/CERTIFICATE/DIPLOMA FOR CREATIVE iMEDIA USERS
04307/04308/04309**

UNIT 201: PRE-PRODUCTION TECHNIQUES

PLANNING AND REVIEW FORM

Candidate Name:

Date:

Assignment Brief:

You are a junior developer for creative iMedia projects. Based on a theme of science fiction, you have been asked to generate some ideas and produce a series of pre-production documents.

One product is likely to be a science fiction 'B' movie that will be produced on a limited budget. You should develop your ideas based on this as a core theme.

EXPLORE PRE-PRODUCTION TECHNIQUES (TASK 1)

1.1 Describe the purpose and uses for

- a) a mood board
- b) mind maps/spider diagrams
- c) visualisation diagrams
- d) a storyboard

This report should identify the purpose of pre-production documents, where they are used e.g. visualisation diagrams for still images/graphics, storyboard for moving image or other assets that use a timeline.

Candidates should also identify the components parts of each e.g. for a storyboard include timings, camera angles, lighting, settings, locations

Mood board

When starting to develop ideas for a new project, a mood board is used to gather material and samples which are related to the work to be created. It can include:

- Colour samples and schemes
- Examples of other similar work
- Printouts from websites
- Photographs
- Sketches and concept art
- Text and font styles

The purpose of a mood board is to collect samples so that the viewer can identify and develop the right mood, genre and style for the work to be produced.

Mood boards can be used with any type of project, whether audio, video, multimedia, game, graphical or even text based.

Mind maps/Spider diagram

The purpose of a mind map or spider diagram is to illustrate visual ideas, thoughts, processes and how they link together. Starting with a central idea or theme, lines are drawn to show the sequence or trail that links relevant parts together. Mind maps are used as a way of brainstorming some initial ideas.

Mind maps can be used with any type of project, whether audio, video, multimedia, game, graphical or even text based.

Visualisation diagram

The purpose of a visualisation diagram is to show in a visual way what something might look like. It can be used for still images and graphics projects such as poster designs and CD/DVD covers. A visualisation diagram could also be used to show the layout of a web page, multimedia display, game scene, character model, comic book layout etc.

The visualisation diagram will show both the content and position of different element such as images, graphics, text and navigation.

Storyboard

The purpose of a storyboard is to show how a media product progresses or changes along a timeline. It is like a series of visualisation diagrams that the viewer would see in sequence and can include additional information for each stage. Storyboards are used any kind of moving image product. Examples of use would be for a video, sound track, animation, game and possibly a multimedia presentation.

The additional information might include the camera angle, type of camera shot, lighting style, scene composition and duration of the clip.

PLAN PRE-PRODUCTION DOCUMENTS (TASK 2)

- 2.1 Identify client requirements based on their brief to include the target audience
- 2.2 Select appropriate equipment, resources and/or software for creating pre-production documents
- 2.3 Identify suitable technique for pre-production documents in line with client requirements
- 2.4 Produce a work plan for the preparation of the pre-production documents; to include tasks, timescales and resources needed
- 2.5 Identify any legal issues regarding any assets to be sourced

Equipment/resource/software list with annotated comments on reasons why suitable for the project

A work plan in a text or graphical format

Demonstrate knowledge and understanding of copyright, trademarks and use

Client requirements:

My client is looking to create a 'B' movie in the science fiction genre. The movie will need to be advertised and promoted to a target audience if it is to be successful. Therefore I will need to consider advertising posters, audio visual materials and the content of the movie. The basic storyline will be to create unbalance and then restore this to normal. For example, the movie 'Evolution' and 'Transformers' have this basic style of storyline. The movie must not require very expensive CGI graphics and special effects, so will be limited by a small budget.

Target audience:

Anybody that is interested in the science fiction genre, age 12+. The movie will not have any excessive horror or violence so should be suitable for this age certificate.

Equipment, resources and software to be used:

The end products will be a trailer and advertising poster for a science fiction film.

The mood board would need only a computer (with internet connection) and a printer. The documents researched would be printed and displayed on the mood board.

The mind map will be created using the 'Freemind' software application. I will produce a copy of my work for print and distribution purposes using the pdf creation utility.

The visualisation diagram is most likely to be created by hand but I will start by using some computer graphics and clip art as basic elements.

The storyboard will be drawn by hand using a blank template.

Techniques and pre-production documents to be created:

1. A mood board: using printouts and scraps of information on a pin board
2. A mind map: using free software to add different paths and nodes for ideas and considerations
3. A visualisation diagram: using Word for the basic outline using some clip art but with some added hand drawn sketches of the content to be included
4. A storyboard: hand drawn using a supplied template. The basic storyline will be developed along with a description of the scene and what is happening

Work plan:

Tasks	Timescales	Resources
Research information for mood board	3 hours	Computer with internet connection and printer
Print information and create the mood board	1 hour	A pin board or A2 sized board
Use Freemind software to brainstorm ideas for what will be needed to support the new movie	2 hours (if mood board already created)	Computer with mind mapping or other spider diagram creation software.
Use Word or Photoshop software to import images and graphics. These will be assembled on a page to create a visual simulation of what the final graphics product will look like.	2 hours (using basic information found in the mind map)	Computer with word and/or Photoshop
Create a hand drawn storyboard using the standard template. This will include a description of what is happening in the scene.	2 hours (to include consideration of the storyline)	Storyboard template sheets with pens/pencils etc.

What is the deadline for the work to be completed?

4 weeks from today

Legal issues (copyright and intellectual property etc):

The research may include some information that is copyrighted or protected with trademarks by the website owners and intellectual property owners. If these can be identified, the owner will be contacted to request permission where practical.

In all the work to be created, care will be taken to make sure that new and original work is created.

CREATE PRE-PRODUCTION DOCUMENTS (TASK 3)

3.1 In line with client requirements, produce a:

- a) mood board
- b) mind map/spider diagram
- c) visualisation diagram or sketch
- d) storyboard

3.2 Identify appropriate files, types and formats needed to produce the final products in conjunction with the pre-production documents

The brief followed should allow the candidate to demonstrate their knowledge and abilities across all pre-production techniques in an appropriate way to the Creative and Media industry.

The mood board may be photographed for evidence purposes

All pre-production documents may be demonstrated using hand drawn sketches or generated using computer software. These will need to be digitised for submission.

Narrative or annotated document that covers relevant file types/formats and where these are used as part of the workflow processes to produce the work

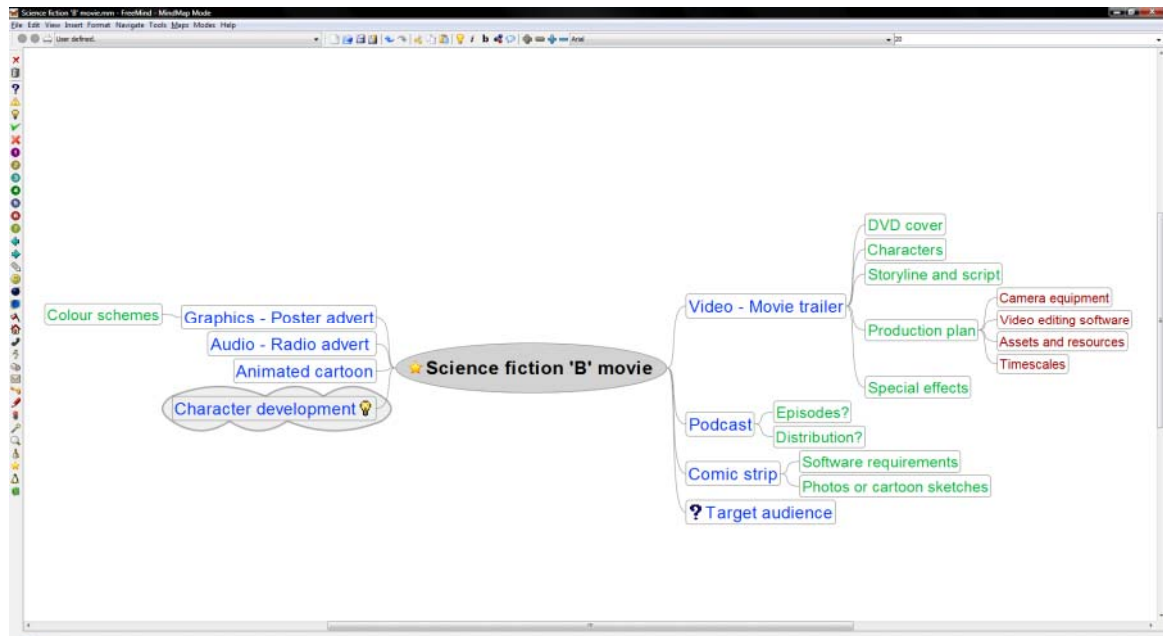
Mood board:

(See photo of mood board created)

I used a pin board with a range of images, printouts and photos. This enabled me to move items around to get some different ideas as to how things could work.

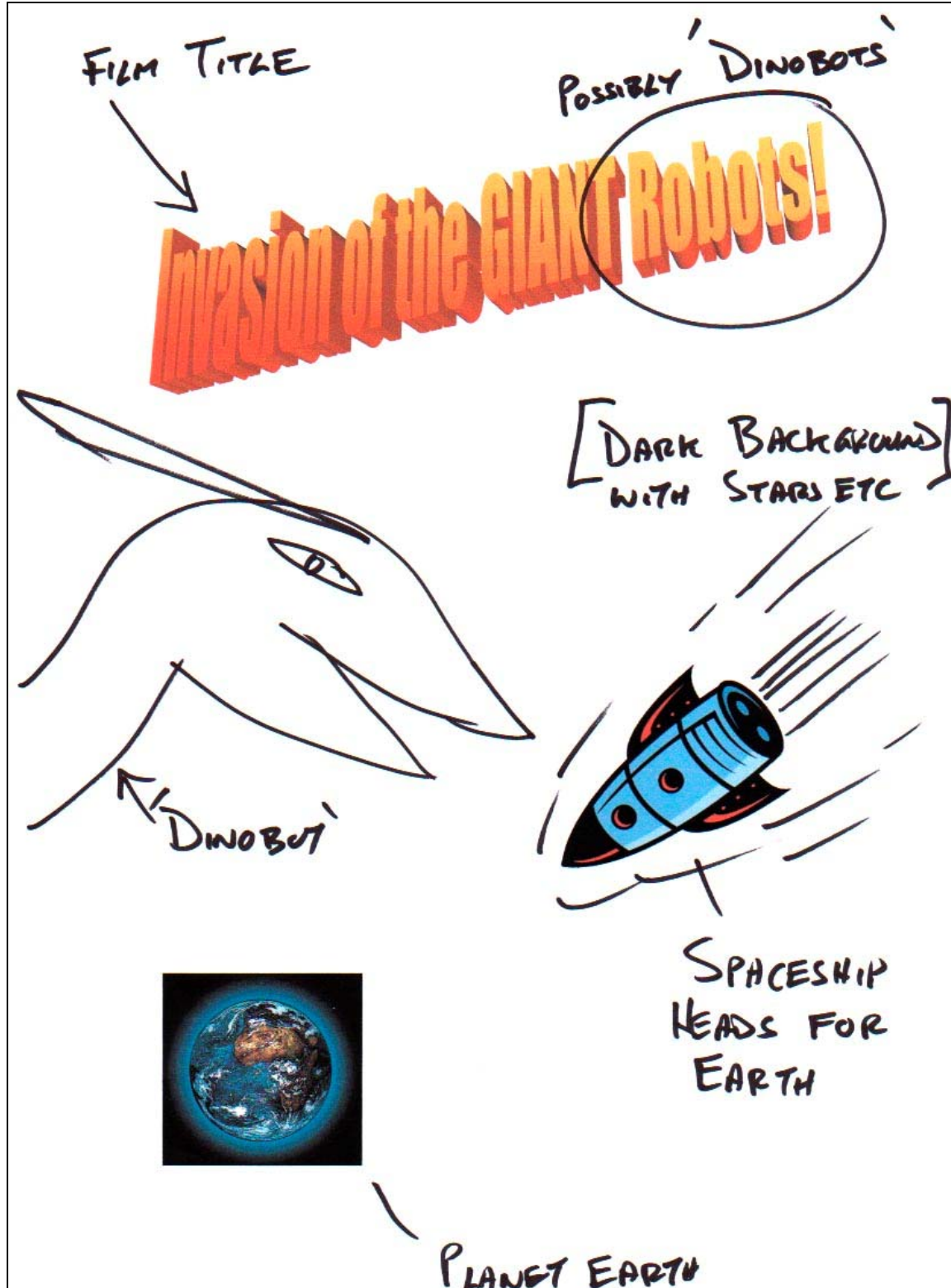


Mind map/spider diagram:
(See pdf of mind map created)



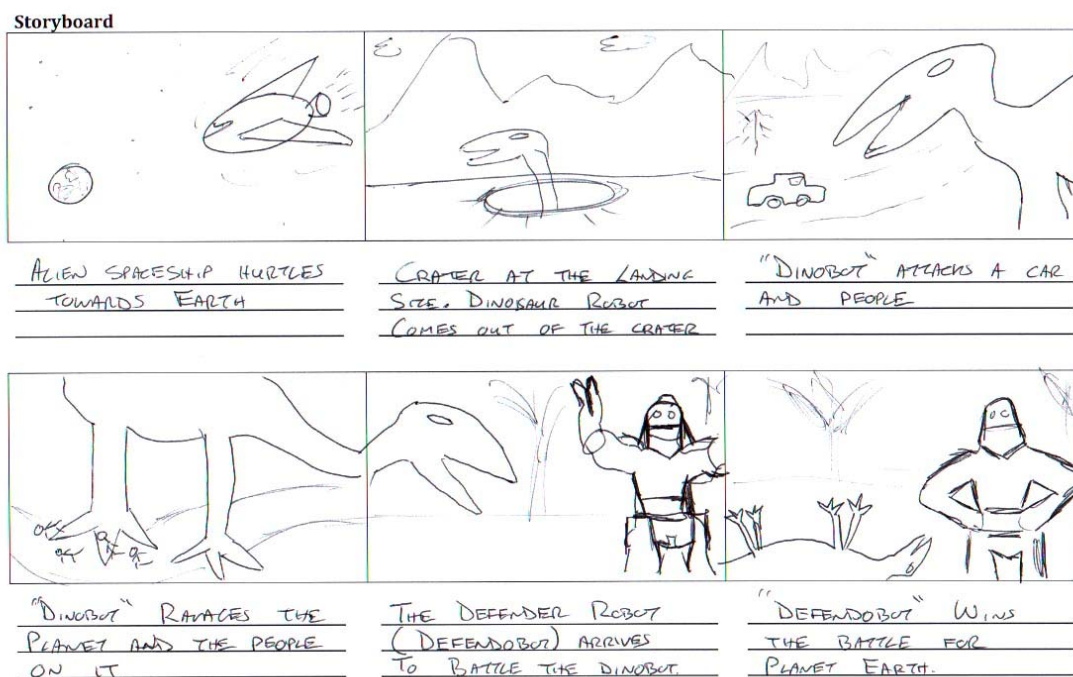
This diagram shows a range of ideas for the different products

Visualisation diagram:



This could be used for either the advertisement poster or the DVD cover.

Storyboard:



This storyboard shows the development of the story for the 'B' movie, with a beginning and end.

File types used:

Document	Original format	Output format
Mood board	Pin board with photos and images	Photograph as a jpeg
Mind map	Freemind .mm file format	Exported as pdf file
Visualisation diagram	Clip art printed from Word and marked up by hand	Scanned as a jpg file
Storyboard	Hand drawn	Scanned to a pdf file

REVIEW (TASK 4)

Date of review of the work against the original brief:

- 4.1 Identify parameters and constraints that influenced any decisions that were made
- 4.2 Critically review the quality of the finished products and their fitness for purpose
- 4.3 Review the pre-production documents and process with the client and record feedback
- 4.4 Identify areas for improvement and further development of the pre-production documents and process

Critical personal review, commenting on the quality of finished product and its fitness for purpose

The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.

Candidates should review the pre-production documents against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. For example copyright, IPR, trademarks etc, file formats, asset manipulation, software and hardware constraints

Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given

Critically review the finished product

Mood board:

Has a limited amount of information and ideas but they are all on the theme for the project. The pin board is quite large but has space for more pictures and ideas to be added later. Quite a few ideas are based on clip art, such as the UFOs and aliens. These represent the ideas but are not very good graphics. However, it is difficult to find genuine pictures that are good for this purpose, so overall I think they still give the right idea. The colour wheel is useful as a benchmark in the middle to think about how colours work together in the final products.

Mind map:

This is focussed on the central theme of the project, which is a science fiction 'B' movie. My ideas for the movie included using graphics, animation and comics to advertise and promote the end product. Also, the content of the movie is a different trail in the mind map. This takes into account the content of the movie and how it will be produced. This is a good start to mapping out my ideas but any one of these basic concepts would be better with a spider diagram on its own, to show the different aspects.

Visualisation diagram:

This could be used for either the main advertisement poster or possibly the DVD cover. The title text is bold across the top although the font and colour would need to be different. I like the layout of the earth in the bottom left hand corner and the spaceship heading towards it with the motion lines. This gives the viewer some idea about what is going to happen yet leaves them curious about what really happens.

Storyboard:

This is fairly brief but still shows the basic storyline. Before making the movie it would need to be expanded with lots more images of the content.

The words explain what is happening but makes no mention of shot types and how it would be filmed. This is something to develop before starting to record the movie. I think it would best be filmed using a green screen and special effects to make it more realistic.

Why is your product fit for the purpose it was created for?

All of the pre production documents satisfy the project brief of a science fiction 'B' movie. A range of ideas are explored and concept artwork produced, whether for posters, DVD covers or the actual film itself.

What areas would you improve and why

All of the documents need more detail before they could be used in creating a piece of final work.

What features of any software did you use and why?

The mood board didn't need any software.

The mind map/spider diagram was created using 'Freemind' software. This is dedicated towards creating this type of pre production document and is quick to add new ideas and trails.

The visualisation diagram was created using a combination of Word and hand drawn content. Some clip art, text effects and photographic images formed the basis but for simplicity and speed, extra comments and content were drawn by hand on a printout. This process could be used several times for different ideas.

The storyboard used a pre defined template with the graphic and text boxes. I put the content in by hand because it was the easiest and fastest way.

Which file formats/properties were chosen and why?

Jpeg and pdf file formats were used because they are universal formats that can be viewed on any computer system.

Identify parameters and constraints that influenced decisions made

Timescales were limited and I am not sure what the final budget would be for creating the film. The software available was a limitation but I could still create what I needed to. Without further information on the film itself, it is difficult to think about the storyline and content of the advertising poster and DVD cover.