

PONTEFRACT
ACADEMIES TRUST

OUT OF LESSON WORK
TERM 1
CREATIVE I-MEDIA
YEAR 11



PONTEFRACT
ACADEMIES TRUST



Creative iMedia

Name:

Class Teacher:

R081: Attack Word Exam Questions

Create - Produce a solution to a question

Exam Advice - These questions will require you to produce:

- Mood boards
- Mind Maps
- Visualisation Diagrams
- Storyboards

Make you are clear about the contents for each pre-production documents and the target audience it is intended for. When done well these are grade changers.



Practice Exam Questions

- 1) The Velocity Girl comic is a new comic series that is due to be launched in January. Velocity Girl is about a girl aged 14 who has the ability to move fast in water and on land. The main target audience is girls aged between 10 and 16. EmVeTion hopes that boys will also read the comic.

You have been asked to create a visualisation diagram for the front cover of the first edition of the Velocity Girl comic

Marks will be awarded for:

- Structure
- Content
- Relevance

[9]



2) A new teenage fashion magazine, called BGStyle, is being published in March.

BGStyle magazine will contain a wide range of articles covering fashion, music and events. Each edition will also include competitions with readers winning samples of the products promoted in the magazine.

Create a pre-production visualisation diagram of the contents page for the BGStyle magazine.

Marks will be awarded for:

- Content;
- Layout;
- Fitness for purpose;
- Annotations to justify your decisions.



- 3) Kids–5–A–Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids–5–A–Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

The Kids–5–A–Day campaign will include a multimedia website aimed at improving the eating habits of children. It will provide recipes and advice in a fun and entertaining way.

You have been asked to create a pre–production mind map for the possible homepage of the website. This will be given to the web designer.

Marks will be awarded for:

- Structure;
- Contents;
- Relevance.



- 4) '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.

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.

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:

- Structure;
- Content;
- Relevance.



PONTEFRACT

ACADEMIES TRUST

A large, empty rectangular area with rounded corners, outlined by a thin black border, occupying the majority of the page below the header.



- 5) A sports company 'Quixsport' wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially, they have asked for a series of pre-production documents before any advertisement or campaign is actually created.

Quixsport is considering a video advertisement for the sports clothing promotion. A scene from the video advertisement has the following section of script.

SCENE 1

INT. LOUNGE - WITH TELEVISION - NIGHT

The television is on

PHONE RINGS:

BEN
I hope that's Jemma

Ben answers the phone

BEN'S OVER THE SHOULDER SHOT

BEN
Hello!

CUT TO JEMMA

JEMMA
Have you seen those cool new trainers?

BACK TO SCENE WITH BEN

BEN
Yeah, I'm wearing a pair right now

Ben lifts a foot into the air wearing the new trainers

(CONTINUED)

Use the section of script to give the production team some additional ideas on how the scene could be recorded. Create a storyboard using the layout below to produce your answer.



1.....	2.....	3.....
4.....	5.....	6.....



- 6) Progressive Park is a theme park which has a new ride opening next summer. The new rollercoaster ride will allow riders to wear virtual reality goggles as they speed through different parts of the United Kingdom (UK) at various times in its history.

Below is a section of the client brief from Progressive Park for the new ride project.

The new ride is due to open in 12 months' time, which is how long it will take to build the rollercoaster ride.

There will be four multimedia sections for the virtual reality aspect covering different periods in the history of the UK:

- Victorian era;
- World War 2;
- The 1970s;
- Modern times.

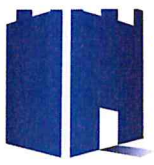
Each of the multimedia sections will include video, a soundtrack (music, noises, etc.) and a narration guiding the rider through the history of the UK.

The pre-production planning for these four multimedia sections needs to be completed with 10 months remaining on the project. This will then allow the creation of these multimedia sections to be carried out, each within a 2-month period. There can only be a small production team to keep costs down, so the construction of each section will need to be completed before the next one is started.

Create a 30 second storyboard for the fourth multimedia virtual reality section 'Modern Times' in the UK. This will appear in the virtual reality goggles that the rider will wear whilst they are on the ride.

Marks will be awarded for:





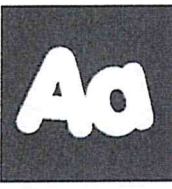













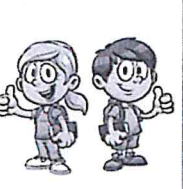

- Content;
- Layout;
- Fitness for purpose;
- Scene information.



.....
.....



7) Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

				
1. Cheeseburger	2. Milk	3. Carrot juice	4. Girl shouting	5. Aa
				
6. Aeroplane	7. Warning sign	8. Measure waist	9. Child on rope	10. Fig tree
				
11. Fruit	12. Fried chicken	13. Vegetables	14. Broccoli	15. Sweets
				
16. Alphabet	17. Bored boy	18. Kayaks	19. Girl and boy	20. Woman drinking from bottle

You have been asked to create a mood board for the Kids-5-A-Day campaign.

Choose six images from Fig. 1 and create a pre-production mood board for the campaign.

You do not need to draw the images. You must indicate which images you have chosen.

Marks will be awarded for:

- Fitness for purpose;
- Layout;
- Annotation to justify decisions



PONTEFRACT

ACADEMIES TRUST

A large, empty rectangular area with rounded corners, outlined by a thin black border, occupying the majority of the page. This area is intended for a drawing or diagram.



Identify Exam Questions

Identify - List your answer using given information.

Exam Advice - Make sure you have read the scenario for the question and you are clear about what is required before answering the question.

Example

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.

A radio advert will be used to promote the Summer Bank Holiday Sale.

Identify a suitable file format for the finished radio advert.

MP3

.....[1]



Practice Exam Questions

- 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.

A radio advert will be used to promote the Summer Bank Holiday Sale.

Identify one item of hardware that could be used to capture content for use on a digital mood board.

.....[1]

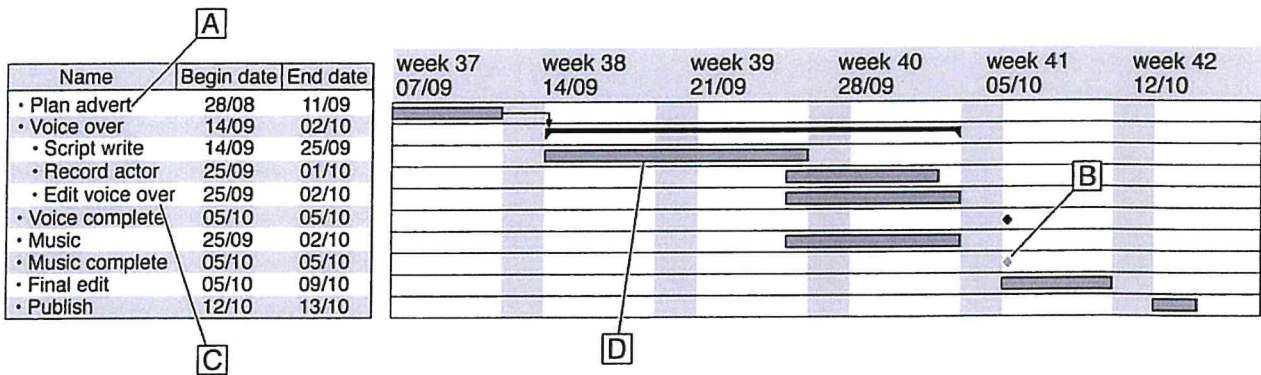
- EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time.

Identify a suitable file format for the final electronic versions of the following products:

.....[1]

- ZetaLevel is launching a new construction toy based on building blocks of various sizes. The product is to be on sale in the lead up to the festive season in December in the UK. You have been asked to create pre-production documents for a promotional campaign which will use TV, radio and the internet.

A radio advert will be created to promote the new construction toy and a work plan has been produced.



Identify the different parts of the work plan by drawing lines between the labels below and the correct descriptions

Label
A
B
C
D

Description
Milestones
Resources
Timescale
Activities



- 2) The Velocity Girl comic is a new comic series that is due to be launched in January. Velocity Girl is about a girl aged 14 who has the ability to move fast in water and on land. The main target audience is girls aged between 10 and 16. EmVeTion hopes that boys will also read the comic.

Fig. 2 is an excerpt from the script for webisode 1 of the Velocity Girl animation series. In this section, Velocity Girl discovers that she can swim fast, as well as run fast.

EXT. (EXTERIOR) – STREET
Long shot
Velocity Girl runs down the street (fast) chasing the jewel thief towards the marina.

EXT. (EXTERIOR) – MARINA
Mid shot
Jewel thief jumps into a boat in the marina and starts the engine.
Jewel thief looks at Velocity Girl as she gets to the marina. (Smiles) Jewel thief moves boat away from the marina's side.

Mid shot
Velocity Girl stops at the end of the marina and watches the boat move away.

VELOCITY GIRL
Aah!

Long shot
A police car stops behind Velocity Girl and the policeman jumps out of the car.

POLICEMAN
Stop!

Mid shot
Velocity Girl turns and looks at the policeman. Velocity Girl jumps into the water and swims after the boat.

POLICEMAN
Stop now!

Close up
Policeman then stops suddenly and watches Velocity Girl swimming quickly and catching up with the boat.

- Identify **one** location from the script.

..... [1]

- Identify **two** camera shot types from the script.

.....
.....

[2]

- 4) Identify **two** examples of stage description from the script.

-



5) Identify **two** items, other than images that could be included on a physical mood board.

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

6) The physical mood board needs to be sent to several other members of the production team.

Identify **one** piece of hardware that could be used to convert the physical mood board into a digital version.

.....
..... [1]

7) Youth# is a new youth centre. It is opening up ready for the start of the new school year so that there is somewhere for teenagers to go in the evening. It is a joint project between local youth workers and the Police Community Support Officers (PCSO). Youth# wants to develop a website to promote the centre. You have been asked to develop a number of pre-production documents to do this.

Youth# wants to set up a website that will allow teenagers in the town to find out more information about the centre.

The website will include images of the facilities and activities at Youth#. These images need to be saved for use on the website.

Identify a suitable file format, other than .png, for these images to be saved.

.....
..... [1]

8) EmVeTion is releasing a new comic and internet-based animation series which will focus on a character called Velocity Girl who is aged 14 and has the ability to move fast in water and on land. The comic and the animation series will be released at the same time.

The animation series of Velocity Girl requires the creation of a number of storyboards. The series will be shown on the internet and it will consist of a number of episodes called webisodes.

Identify **two** items of hardware that could be used to create the velocity girl animation series.

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