MOCK EXAM INFORMATION FOR PUPILS IMEDIA









IMEDIA

Which paper will I sit for the mock? R081 Full exam paper

How long is the exam? I hour 15 minutes

What do I need to revise?

- · Client requirements and target audience
- Pre-production documents: Mood board, mind maps, Visualisation diagrams, Storyboards, Scripts (Creation, content and evaluation)
- Research methods (primary/secondary)
- Hardware & Software
- Health & Safety risk assessments & Recce
- File Types, properties & compression
- Law
- Workplans

Where can I find this information?

My Revision Notes OCR Creative IMedia Revision Guide

Knowledge Organisers - https://shirestrust.sharepoint.com/:b:/s/ITDepartment2/EV24BtMA9cdEi87ZGAPqlksBeOeAy5p0T49YCXI9A4lo3q?e=PrDT51

Revision Guide

https://shirestrust.sharepoint.com/:p:/s/ITDepartment2/EefJ5We0hS1Mr77m-LORZIIB8aw6clyeIVRbBGPHxRxRPw?e=Wq8N4r

Revision Guide Presentation

https://shirestrust.sharepoint.com/:b:/s/ITDepartment2/EU9HoiTuV0pBreGTQL9qyaYBCZcr5ASvck-a9Woq56zWKg?e=fNLc73

R081 Revision Website - Creative IMedia Revision (google.com)

What are top revision tips for this paper?

Flick through the paper to get a sense of the range of questions.

Make sure you have made the number of points relevant to the marks for the examination question for example, 8 mark essay questions are likely to require that you cover all of the points under each bullet.

On some of the essay questions you could be asked for your opinion. Remember to outline both sides of the argument.

Read the context of the question. You will need to relate all of your answers to the client requirements so it is important that you have read and understood the brief.

Other useful links:

Exam questions prep - https://shirestrust.sharepoint.com/:b:/s/ITDepartment2/ESN5S2a2YaRLq08sYLcA12kBcgdMdaJeYJBEsw1VIFi4jQ?e=5pMBjk

eRevision

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Revision Questions:

- 1. List the possible contents of a physical mood board
- 2. List the possible contents of a digital mood board
- 3. How could you convert a physical mood board into a digital mood board?
- 4. What is the purpose of a mood board?
- 5. What are the uses of a mood board?
- 6. What are the contents of a mind map? (What is the structure of a mindmap? What would you expect to see in a mindmap?)
- 7. What is the purpose of a mindmap
- 8. What can a mind map be used for?
- 9. What are the contents of a visualisation diagram?
- 10. What is the purpose of a visualisation diagram?
- 11. What are the uses of a visualisation diagram?
- 12. What hardware can you use to create a visualisation diagram?
- 13. What software can you use to create a visualisation diagram?
- 14. What is another name for a mindmap?
- 15. Explain one reason why a mood board is a suitable pre-production document for the Velocity Girl comic book and animation series
- 16. A campaign is being launched to raise awareness of environmental issues. Why would you use a moodboard to start planning products for this campaign?
- 17. State one purpose of a mindmap when creating a website
- 18. Why is a visualisation diagram a suitable pre-production document for a website homepage?
- 19. Give one reason why a visualisation diagram is a suitable pre-production document when creating a poster
- 20. Explain why annotations might be used on a visualisation diagram of a poster
- 21. What hardware can you use to create a visualisation diagram?
- 22. What software can you use to create a visualisation diagram?
- 23. What hardware can you use to create a mood board?

- 24. What software can you use to create a moodboard?
- 25. What hardware can you use to create a mindmap?
- 26. What software can you use to create a mindmap?
- 27. Explain why a client might state the colour scheme to be used in an advertising campaign
- 28. What is the purpose of client requirements
- 29. What can be contained in client requirements?
- 30. What is House Style?
- 31. What are the main categories you need to consider for the target audience?

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Revision Answers:

- Images / pictures Colours Text / font Fabric / material
- 2. Images / pictures Colours Text / font Very rarely video
- Take a picture of it with your phone / camera and save it so it can be viewed on your device Scan the mood board using a scanner and save it, so it can be viewed on your device
- 4. to assist the generation of ideas by collecting a wide range of material that will give a feel for what is needed to stimulate creativity and innovative approaches
- for any creative media project as a starting point to collect samples materials and a range of relevant content as a constant reminder of possible styles
- 6. Central theme/ main node Node Branches
 Sub-nodes Images / text within nodes
- 7. To quickly generate outline ideas To develop and show links between different thoughts and aspects of a project
- 8. For any creative media project for development of options or ideas To show connections and links between parts of a media project
- 9. Images Text Colours Fonts Logos Slogans
- to plan the layout of a static or still image in a visual manner show how a finished media product might look
- 11. To give to a client or production team to show what the intended product will look like (eg DVD cover, book cover, web page, magazine advert, poster).
- 12. Paper, pencils Pc, keyboard, mouse
- 13. Word Google slides Microsoft Powerpoint Google drawing
- 14. Spider Diagram
- 15. To develop a visula look for the comic colour scheme It allows the look of the Velocity Girl to be developed Produce a feel for the comic style Provide a range of ideas for the character's look
- 16. To generate visual ideas about how the campaign might look To develop a "green" feel for the campaign design To act as a visual reminder to the production team of the style of the campaign To show the client the fonts, colours and images that could be used in the campaign
- 17. To see how pages fit together to form the website To generate ideas for the content of a 31.

- website and its pages
- 18. It allows an easy view of a website homepage Can see if the webpage fits together well Can see the layout of the webpage and make changes if required
- 19. Allows the posters design to be clearly shown before it is created and published Provides a quick proof check of the design, so that changes can be made during the design stage Because you can plan out the poster design and ensure it is suitable You can draft a plan of the poster to check its suitability with the client You can create different versions of the poster to choose from
- 20. To explain colour schemes to the creative team To further explain layout to client or production team
- 21. Paper, pencils Pc, keyboard, mouse, graphics tablet
- 22. Word Google slides Microsoft Powerpoint Google drawing Desktop publishing application
- 23. (physical moodboard)Paper, pencils, fabrics, photographs, board (digital moodboard) Pc, keyboard, mouse, graphics tablet
- 24. Word Google slides Microsoft Powerpoint Google drawing
- 25. Paper, pencils Pc, keyboard, mouse, graphics tablet
- 26. Word Google slides Microsoft Powerpoint Google drawing
- 27. The client has their own House style which is used in all their documents Their House Style is unique which makes their products easy to identify They might want a colour scheme that makes their product engaging to the required audience
- 28. To provide the media developer with outline information and any constraints, such as timescale To provide a clear statement of what is to be produced, even though they don't know how. To identify the intention of the product and what it is hoped to achieve
- 29. Statement of what media product is needed Purpose of media product Who the target audience is An indication of content of the media product Timescale for production Constraints and restrictions Details of any House style or company branding
- 30. This is a brand identity that includes colour schemes, design styles, fonts and logos. This can be linked to Corporate image.
 - Age Gender Income Location Culture