

# MOCK EXAM INFORMATION FOR PUPILS IMEDIA



EMPER SURSUM

eRevision

## 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?

## Revision Answers:

1. Images / pictures Colours Text / font Fabric / material
2. Images / pictures Colours Text / font Very rarely video
3. 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
5. 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
10. 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 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.
31. Age Gender Income Location Culture