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OCR IMEDIA

R081: Pre-Production Documents (LO1, LO3 and LO4)



Vocabulary

Exam Terminology

Purpose

The reason for which something is produced or created, or for which something exists.

Content

The information that is directed towards an end-user or audience

Uses

The action of using something for a purpose

Plan

A detailed proposal for doing or achieving something.

Produce

To make something using creative skills

Review

A formal assessment of something with the intention of making a change, if necessary.

Exam Question Verbs

Identify

Pick out what you regard as the key features of something perhaps making clear the criteria you use in doing so.

State

Present the main points in brief, clear form.

Explain

Say how things work or how they came to be the way they are.

Describe

Give a detailed or graphic account.

Choose

Pick out something/someone as being the best or most appropriate or two or more alternatives.

Create

Invent or design a new product or process.

Justify

Express valid reasons for accepting a particular interpretation or conclusion.

Indicate

To point or show.

Essay Question Starters

A mind map is created to ...
A script is a pre-production document that ...
A positive feature of this script is ...
Another strength of this storyboard is ...
A clear weakness of the visualisation diagram is ...
Another fault of this document that I have identified is ...
A suitable improvement that I would make is ...
Further improvements could be made by ...

Essay Question Guidance

Checklist

Layout
Elements
Fitness
Target audience
Suitability
Clarity
Annotations
Relevance

Structure

Suitability with regards to client brief.

Suitability with regards to target audience.

Strengths and weaknesses discussed in a balanced fashion with regards to purpose and audience.

Suggested improvements explained in context.

Subject specific terminology used.

Few errors in spelling and punctuation.

Hardware and Software

Warm Up

What is the difference between hardware and software?

What examples of hardware and software are there in your school?

Hardware

The equipment used.

- This includes the devices to create digital documents and the equipment to create hard copies.
- **Computer Systems**—desk tops, laptops, netbooks and tablets.
- **Computer Peripherals**—key board, mouse, graphics tablet, microphone, monitor, speakers etc.
- **Imaging Devices**—digital camera, scanner etc.
- **Equipment**—pens, pencils, paper etc.

Software

The software or applications used.

- **Image editing/Desktop publishing**—Adobe Photoshop® , Serif DrawPlus, Serif PhotoPlus, Microsoft Publisher etc.
 - ◊ Mood board
 - ◊ Visualisation diagram
 - ◊ Mood board
- **Word processing**—Microsoft Word®, Google Docs® , Apple Pages® etc.
 - ◊ Visualisation diagrams
 - ◊ Story board
 - ◊ Scripit
- **Presentation software**— Microsoft PowerPoint® ,Apple Keynote® ,Google Slides® etc.
 - ◊ Visualisation diagrams
 - ◊ Moodboards

Software Continued

The software or applications used.

- **Web browsers**—Internet Explorer®, Google Chrome™, Safari®, Firefox® etc.
 - ◊ Used to source information and resources for mood boards.
 - ◊ Online application software for mood boards and mind maps.
- **Dedicated software**— These are software applications that have been designed for a specific use. For example MindMup® is an online application used to create mind maps.
- **Spreadsheet software**— Microsoft Excel®, Apple Number®, Google Sheets® etc.
 - ◊ Work plans
 - ◊ Log the assets used in a project

Digitising

- There are two techniques used when creating pre-production documents.
 1. **Creating**—the use of hardware to create documents in a digital format which are then saved using a file name and format.
 2. **Digitising**—the document is created by hand and then turned into a digital format to be shared or stored.
- The methods for digitising work are:
 1. Taking a **photograph** of the work—documents larger than A4.
 2. **Scanning** the work.—documents that are A4 or smaller.

Exam Advice

- Make sure you know the **hardware** that is required to digitise documents.
- You may also be asked for a relevant **file format** for the digital version.
- Make sure you know the difference between **creating** and **digitising**.
- Consider the **size** of the document when choosing a technique.

Knowledge

- 1) Name a piece of hardware and software that you would use to create a mood board. [2]
- 2) Name a piece of hardware and software that you would use to create a mind map. [2]
- 3) Name a piece of hardware and software that you would use to create a visualisation diagram. [2]
- 4) Name a piece of hardware and software that you would use to create a story board. [2]
- 5) Name a piece of hardware and software that you would use to create a script. [2]
- 6) What are the two different ways you can digitise a document. [2]

Software

Make a list of the software that you could use at your school to create pre-production documents. Write down what type of pre-production documents you could make with the software you find. You might want to use this table:

Software	Pre-Production document/s

Hardware

Make a list of the hardware that you could use at your school to create pre-production documents. Write down what type of pre-production documents you could make with the hardware you find. You could use a similar table that you used for software.

Deeper

What are the file formats for the software you have found?

Why might you use .pdf file format?

Why would you not use a proprietary file format to share your pre-production documents?

File Formats

Warm Up

List as many file formats as you can?

Do you know what you would use them for?

File Formats for Pre-Production Documents

- The file formats used will depend on the software you are using to create the document. For example, Microsoft Office® has a file format of .doc or .docx.
- Save your work in the format for the software and then convert/save it in an open format that can be viewed on devices that may not have the software you used to make the document.

File Formats for Final Media Products

These will be determined by:

- The product that you have been asked to create.
- The platform that the product will be used on.
- The client requirements.



Research

You are going to carry out research on the file formats in the table below. You will need to find the name of the file format, properties and limitations.

File Type	File Format
Image Files	jpg, png, tiff, pdf, gif
Audio Files	mp3, wav, aiff, ogg vorbiss
Video Files	mpg, mp4, mov, avi, flv
Animation Files	swf, gif, flv, mov

Deeper

What does lossless mean?

What does lossy mean?

Mood Boards

Warm Up

What do you think and feel when you see these images?



A mood board is a pre-production document that is designed to generate ideas for a creative project. There are two types of mood board:

- Physical—This is created on a notice board or paper/card. The content of the mood board is fixed to it.
- Digital—This is created using a software application. There are some dedicated websites that you could use to generate digital mood boards.



Figure 1.1: Physical Mood



Figure 1.2: Digital Mood

Purpose

- Helps generate new ideas.
- Gives a feel of what is required.
- Encourage creativity and original approaches.

Uses

- For any creative project as a starting point.
- Act as a reminder of possible styles.
- To collect materials that are relevant to the project.

Content

- Images—This will include anything that is relevant from examples of existing products, photographs, advertisements, logos and posters.
- Colours—These must meet the brief requirements or could have been used in similar products.
- Text—Fonts, font styles and keywords.
- Textures—This include fabrics and other materials.
- Sounds—On a digital mood board.
- Videos—On a digital mood board.

Creating

- The content can be placed at random.
- Copyright does apply as the mood board can be used to show similar products and ideas to help generate new ideas.
- The mood board is used for personal use only. In other words it will only be used within the company you are working for and the public will not have access to it.
- The content needs to be related to the project. You must have an understanding of the project, brief or scenario.

Exam Advice

- When they ask for the **purpose** of something they want you to say what it is going to be used for.
- When creating a pre-production document they will give marks for content, layout and fitness for purpose.
- Annotate your mood board to show a clear understanding of what is required.

Scenario

You have been asked to create a full page advert in a magazine for a new fashion clothing store. The style of clothes they sell are aimed at 18 to 30 year olds. The store sells high end fashion from leisure wear to formal wear. The name of the store is Now Look.

The magazine page size has been set at 8" x 11" so your advert must be the same size at 300dpi. The final product needs to be saved in a high quality file.

Knowledge

- 1) Describe the **purpose** of a mood board. [2]
- 2) Give **two** items that could be included on the mood board. [2]
- 3) Identify **one** item of hardware that could be used to capture the content to put on the mood board. [1]
- 4) Explain **one** way a mood board can be used for the Now Look magazine advert. [2]

Create

Using the application software of your choice create a mood board for the Now Look magazine advert.

Marks will be awarded for:

- Fitness for purpose.
- Layout.
- Annotations to justify choices.

[9]

Review

Write a review of your mood board. Consider:

- Does it meet the brief and the client requirements?
- Is the format suitable? For example the mood board will not be used to show the layout of the advert.
- Is the style clear for the user of the document?
- Is the content of the document suitable?
- Describe the strengths and weaknesses.
- Use technical language.
- Identify areas for improvement.

[12]

Deeper

Find some examples of mood boards on the web and explain what you think they have been created for. Write a review on the mood board.

Essay Exam Question

OCR iMedia June 2015 Exam

Fig. 2 is the first draft of a pre-production mood board for a television advert for the Summer Bank Holiday Sale. The advert will be shown on national television channels between programmes at prime-time viewing, before 9pm in the evening.



Fig. 2

Discuss the suitability of the mood board in **Fig. b** for the television advert. You should include any areas for improvement.

[12]

The quality of written communication will be assessed in your answer to the question.

Guidance–June 2015 Mark Scheme

The following areas for the mood board should be considered in the answer:

- Suitability for target audience of designer NOT people viewing the advert
- Layout
- Clarity/Relevance of content
- Use of different elements
- Annotations
- Fitness for purpose
- Suitability for the client

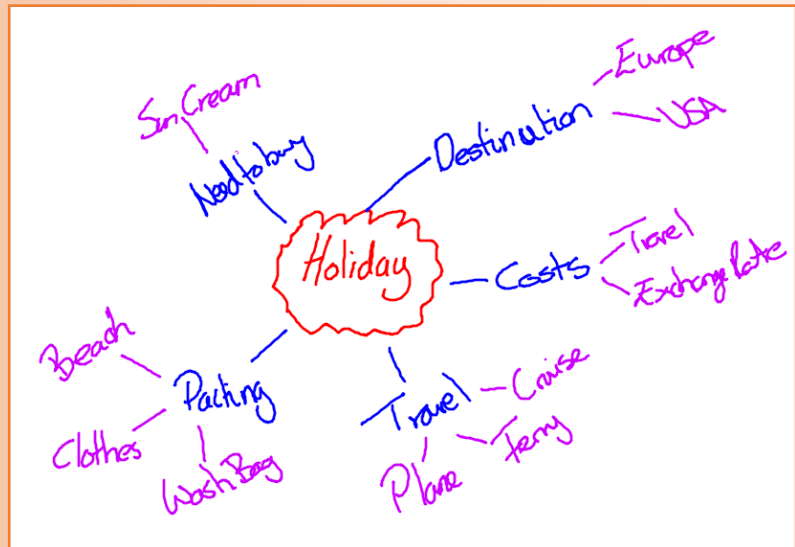
Mind Map/Spider Diagrams

Warm Up

Look at the mind map/spider diagram below for planning a holiday.

What are the benefits of using a mind map/spider diagram?

What other information could they include?



A mind map/spider diagram is created to help organise thoughts and ideas. It is based around a central theme or problem (**node**) and has **branches** off for the

Figure 2.1: Structure

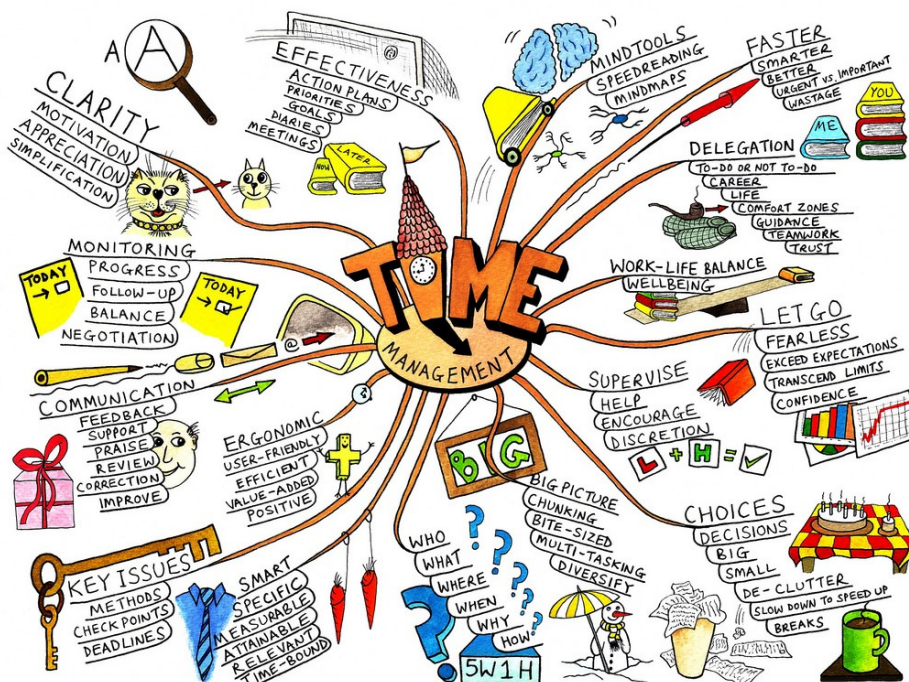
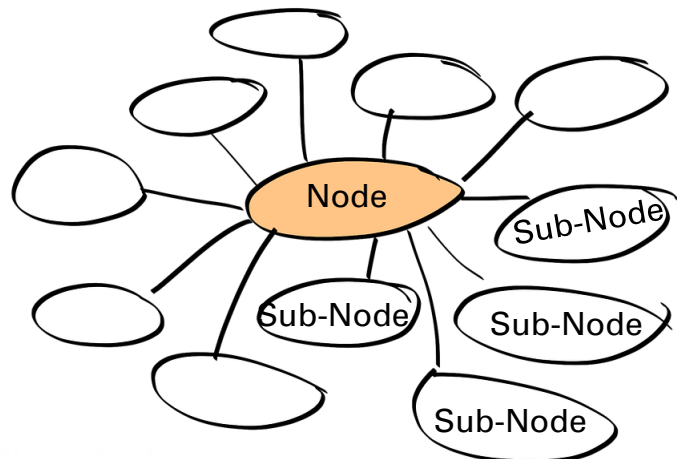


Figure 2.2: Example

Purpose

- Helps generate new ideas quickly.
- Develop links between different ideas or parts of the project.
- Show links between different ideas or parts of the project.

Uses

- Show how a project will develop.
- Show the options for the different ideas and parts of the project.
- Show connections and links.

Content

- **Central node** with the main theme or problem.
- **Sub-nodes** with **branches** connecting different parts of the mind map/spider diagram.
- **Text** at each **sub-node** for ideas, activities, requirements and key points.
- **Images** can also be used on **sub-nodes** when appropriate.

Creating

- The content can be placed at random.
- The content must be linked using **branches**.
- There does need to be a logical structure so make sure you use **nodes** and **sub-nodes**.
- **Wide range** of relevant ideas.
- Annotate the mind map/spider diagram with notes and comments.

Exam Advice

- When they ask for the **purpose** of something they want you to say what it is going to be used for.
- When creating a pre-production document they will give marks for content, layout and fitness for purpose.
- Make sure all the content on the mind map/spider diagram is relevant.
- In the exam you will hand draw your mind map/ spider diagram but you will need to know other ways to create and digitise them.

Scenario

You have been asked to create a full page advert in a magazine for a new fashion clothing store. The style of clothes they sell are aimed at 18 to 30 year olds. The store sells high end fashion from leisure wear to formal wear. The name of the store is Now Look.

The magazine page size has been set at 8" x 11" so your advert must be the same size at 300dpi. The final product needs to be saved in a high quality file.

Knowledge

- 1) Describe the **purpose** of a mind map/spider diagram. [2]
- 2) Give **two** items that need to be included in the structure of a mind map. [2]
- 3) Identify **one** item of hardware that could be used to create a mind map. [1]
- 4) Explain **one** way a mood board can be used for the Now Look magazine advert. [2]
- 5) How could you digitise a mind map if it has been drawn by hand. [2]

Create

Using the application software of your choice create a mind map for the Now Look magazine advert.

Marks will be awarded for:

- Fitness for purpose.
- Layout.
- Annotations and notes.

[10]

Review

Write a review of your mind map. Consider:

- Does it meet the brief and the client requirements?
- Is the format suitable? For example the mood board will not be used to show the layout of the advert.
- Is the style clear for the user of the document?
- Is the content of the document suitable?
- Describe the strengths and weaknesses.
- Use technical language.
- Identify areas for improvement.

[12]

Deeper

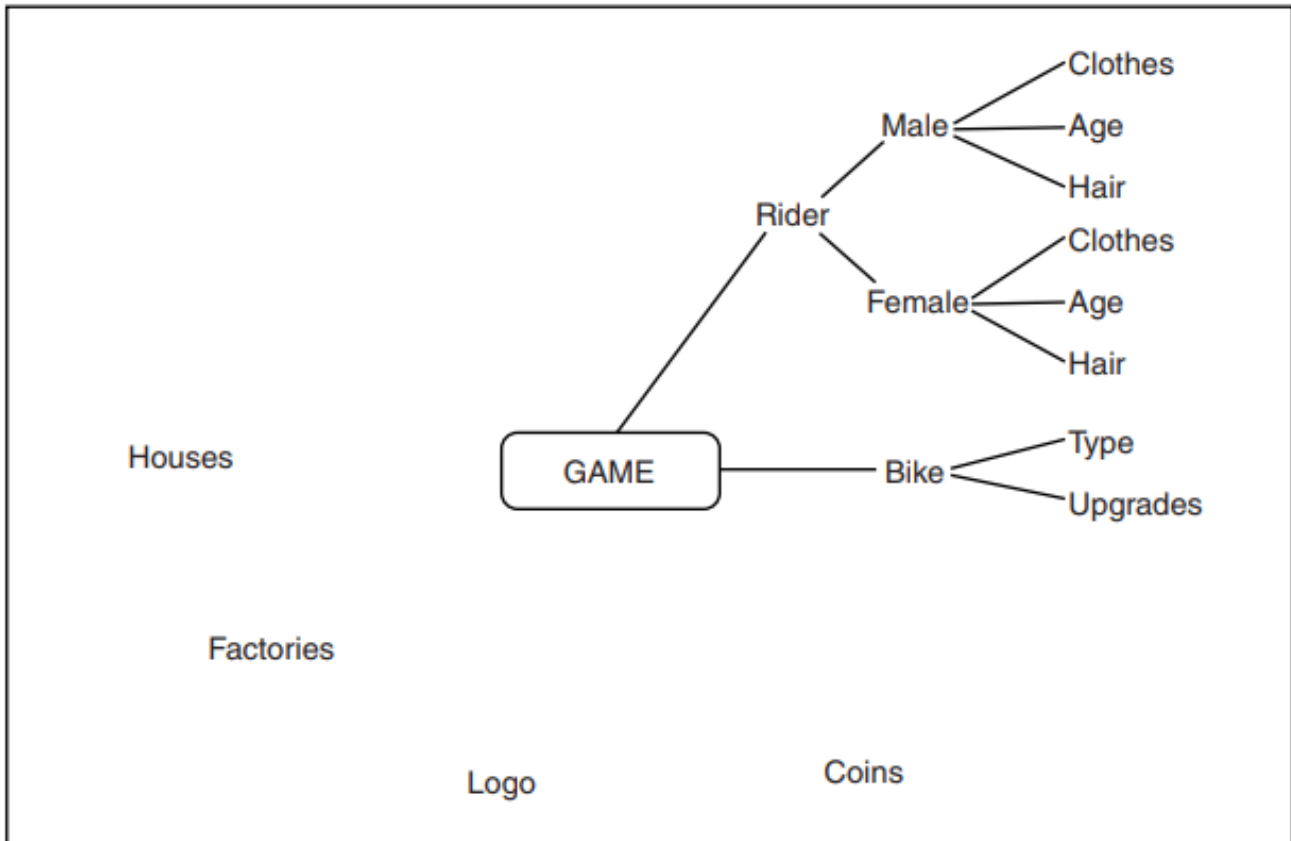
Write a list of application software that you could use to create mind maps.

Write a list on websites that you could use to create a mind map.

Essay Exam Question

OCR iMedia June 2014 Exam

Fig. 1 is the first draft of a pre-production mind map. This is intended to show the structure of the game and how the levels will link together.



Discuss the suitability of the mind map in **Fig. 1** as a pre-production document in aiding the game developers to create the computer game. You should include any areas for improvement.

[10]

The quality of written communication will be assessed in your answer to this question.

Guidance–June 2014 Mark Scheme

Marks are awarded for considering the following points:

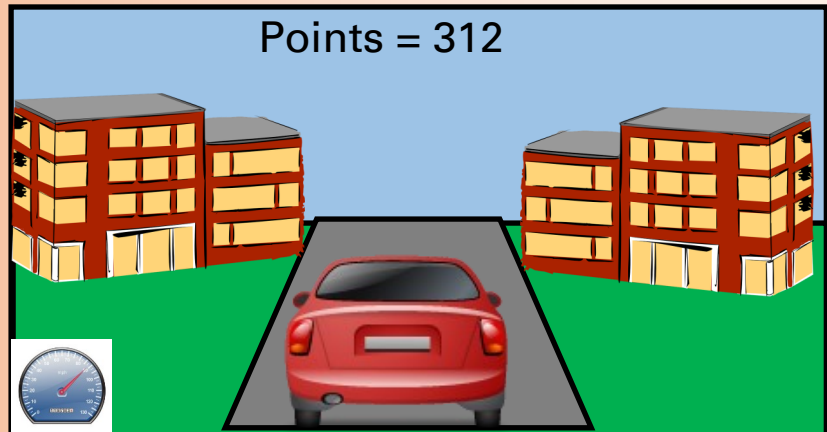
- Understanding who the Target Audience of mind map is
- Recognisable diagram structure Content relevant to game
- Relevance of links between content
- Missing links between content Suitable detail/annotation
- Logical sequence of nodes/sub-nodes

Visualisation Diagrams

Warm Up

What do you think this visualisation diagram is for?

What information on the diagram helped you decide?



A visualisation diagram is a sketch of what the final product is intended to look like. The diagram is usually hand drawn, **you do not have to be a good artist**. As long as the user can clearly see how the product will look when finished you have a good visualisation diagram.

You only use visualisation diagrams for **static or still images**, for example magazine adverts, posters, game covers, CD/DVD covers, website pages etc.

NEVER use them for anything that has a time element, such as animations and video.

Purpose

- Visual representation of the layout of a still/static image.
- Show how the final will look.

Uses

- Allows the client or production team to see what the intended image should look like.
- CD/DVD/Blu-ray covers, game scenes, web pages, magazine pages, posters, comic book layouts etc.

Content

- Colours and colour schemes.
- Position and style of text.
- Fonts to be used.
- Multiple images/graphics showing size and position.

Annotations

Notes that help you show your thinking.

Creating

- It needs to show what your final product will look like.
- It should be relevant to the brief.
- Show where different elements are positioned.
- Identify the colours that will be used.
- The content will need a **range** of images, graphics and text.
- Use annotations to show your understanding of what is required.

Exam Advice

- When they ask for the **purpose** of something they want you to say what it is going to be used for.
- When creating a pre-production document they will give marks for content, layout and fitness for purpose.
- Make sure all the content on the visualisation diagram is relevant and needs to be contain enough information that a graphic designer could create the product.
- In the xam you will hand draw your mind map/ spider diagram but you will need to know other ways to create and digitise them.

Scenario

You have been asked to create a full page advert in a magazine for a new fashion clothing store. The style of clothes they sell are aimed at 18 to 30 year olds. The store sells high end fashion from leisure wear to formal wear. The name of the store is Now Look.

The magazine page size has been set at 8" x 11" so your advert must be the same size at 300dpi. The final product needs to be saved in a high quality file.

Knowledge

- 1) Describe the **purpose** of a visualisation diagram. [2]
- 2) Give **two** items that need to be included in a visualisation diagram. [2]
- 3) Identify **one** item of hardware that could be used to create a visualisation diagram. [1]
- 4) Explain **one** way a visualisation diagram can be used for the Now Look magazine advert. [2]

Create

Create a hand drawn visualisation diagram for the Now Look magazine advert.

Marks will be awarded for:

- Fitness for purpose.
- Layout.
- Annotations and notes.

[10]

Review

Write a review of your visualisation diagram. Consider:

- Does it meet the brief and the client requirements?
- Is the format suitable? For example the mood board will not be used to show the layout of the advert.
- Is the style clear for the user of the document?
- Is the content of the document suitable?
- Describe the strengths and weaknesses.
- Use technical language.
- Identify areas for improvement.

[12]

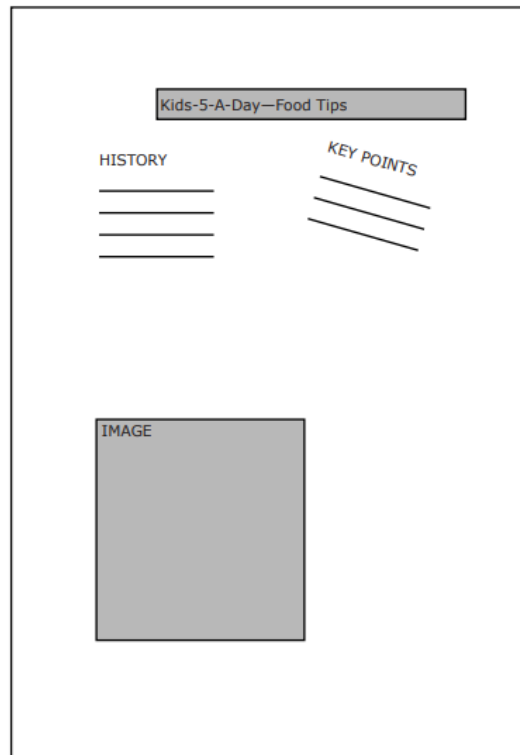
Deeper

Write a step by step method for turning a A4 hand drawn visualisation diagram. You need to include the hardware, software and file formats you would use.

Essay Exam Question

OCR iMedia June 2016 Exam

Fig. 2 is the draft of a pre-production visualisation diagram for information sheets about healthy eating. This document will be given to the author who will produce the information sheets. These sheets will be downloadable from the website.



Discuss the suitability of the visualisation diagram in **Fig. 2** for the downloadable information sheets. You should include strengths, weaknesses and areas for improvement.

[12]

The quality of written communication will be assessed in your answer to this question.

Guidance—June 2016 Mark Scheme

Answers may include reference to :

- Composition (e.g use of images, fonts, text)
- Layout
- Clarity – contrast, sizes
- Use of colours
- Use of white space
- Fitness for purpose
- Suitability for target audience (author)
- Suitability for the client

Subject specific terminology covers both terminology related to the creation of visualisation diagrams as well as that related to downloadable information sheets.

Storyboards

Warm Up

Using only drawings show how you would open a closed door?

Think about how you would show the motion of an object.

A storyboard is to show the sequence of moving images on a timeline.

There are two types of storyboard:

- 1) Linear—Film or video, video advertisement, comic strip, animation, comic strip and multi-media presentations. Basically anything that has timeline.
- 2) Non Linear—Interactive multimedia product, computer game, information display.

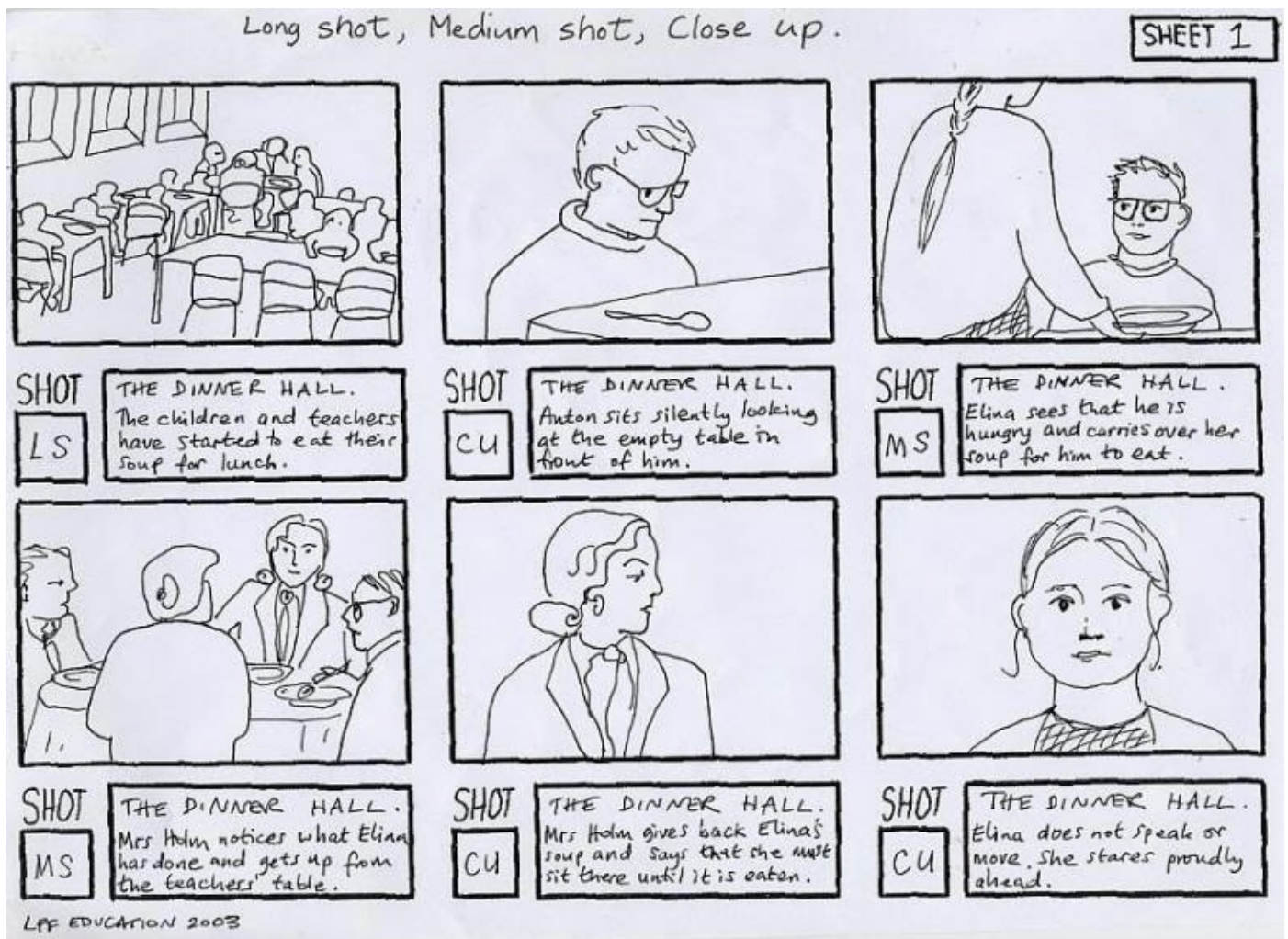


Figure 4.1 – Storyboard Example

Basic Storyboard

This has a space for scene content and a series of blank lines underneath. The scene can be drawn by hand or digital images can be inserted. Text descriptions of the scene are added. Depending on the product it may include the following information:

- Duration
- Camera angle
- Lighting
- Colours

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Detailed Storyboard

This example has defined fields:

- Duration: how long the scene will last.
- Camera: shot type, angle and movement
- Action: what is happening in the scene.
- Audio: background music or sound effects
- Transitions: fade in, fade out, cut to
- Arrows can also be used to depict camera movement such as panning, tilt, zooming and so on.

Purpose

- To show how a media project will look along a timeline.
- To show what a sequence of movements will look like.
- Provides guidance on what scenes to film.
- Shows how to edit scenes.

Uses

- Any media project that involves movement or a sequence.
- Video
- Animation
- Comic books
- Computer games
- Multimedia products

Content

- Images
- Locations
- Camera shot types and angles
- Shot length and timings
- Lighting
- Sound

Creating

- Show the flow of the story or sequence.
- The viewer need as much information as possible to see in their minds eye what the final product will look like.
- Visual content supported by descriptions, scene time, scene number, camera shots and types and any other information required to make it clear to the viewer.

Exam Advice

- When they ask for the **purpose** of something they want you to say what it is going to be used for.
- When creating a pre-production document they will give marks for content, layout and fitness for purpose.
- Make sure all the content on the storyboard is relevant.
- In the exam you will hand draw your storyboard but you will need to know other ways to create and digitise them.

Scenario

You have been asked to create a short 20 second TV advertisement for a new chocolate bar called "Berry Burst". The chocolate bar contains strawberries, biscuit pieces, marsh mellow and white chocolate.

The chocolate bar is aimed at the luxury end of the market and they expect the consumer to be aged between 30 and 50.

Knowledge

- 1) Describe the **purpose** of a storyboard. [2]
- 2) Give **four** items that need to be included on a detailed storyboard. [4]
- 3) Identify **one** item of **software** that could be used to create a storyboard. [1]
- 4) How could you digitise a **A3** storyboard if it has been drawn by hand. [2]

Create

Create a story board for the TV advert.

Marks will be awarded for:

- Fitness for purpose.
- Layout.
- Annotations and notes.

[10]

Review

Write a review of your storyboard. Consider:

- Does it meet the brief and the client requirements?
- Is the format suitable? For example the mood board will not be used to show the layout of the advert.
- Is the style clear for the user of the document?
- Is the content of the document suitable?
- Describe the strengths and weaknesses.
- Use technical language.
- Identify areas for improvement.

[12]

Deeper

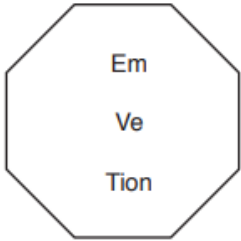


Write about **why** a client would use a storyboards?

Write about **how** a video editor would use a storyboard?

Essay Exam Question

OCR iMedia January 2018

Fig. 3 is the second draft of the storyboard for the opening title sequence of the webisodes for Velocity Girl animation series. The storyboard will be given to the animator, who will create the title sequence.

	<p>Once she thought that she was just the fastest in her school</p>	
<p>Background: Black Text Colour: Light blue with light blue border on shape Time Duration: 5 seconds</p>	<p>Background: Aqua blue Text Colour: Dark blue Time Duration: 6 seconds</p>	<p>Background: Aqua blue Line Colour: Yellow (top) lime green (bottom) Time Duration: 3 seconds</p>
<p><i>Velocity Girl</i></p>	<p>Then she changed schools</p>	
<p>Background: Aqua blue Text Colour: Lime green with italic emphasis Time Duration: 5 seconds</p>	<p>Background: Aqua blue Text Colour: Dark blue Time Duration: 6 seconds</p>	<p>Background: Aqua blue Line Colour: Yellow (top) lime green (bottom) Time Duration: 3 seconds</p>

Discuss the suitability of the content of the storyboard in **Fig. 1**. You should include any areas for improvement.

[12]

The quality of written communication will be assessed in your answer to this question.

Guidance–January 2018 Mark Scheme

Answers may include reference to :

- Composition ☐ Layout ☐ Clarity
- Use of colours
- Fitness for purpose
- Font type & styles
- Order of boards
- Transitions
- Virtual Camera movement
- Suitability for target audience (animators)
- Suitability for the client
- Subject specific terminology covers both terminology related to the creation of storyboard as well as that related to Velocity Girl animation.

Scripts

Warm Up

Read at the script below.

What information do you need to include in a script?

How can you tell the difference between the different types of information?

INT. SCHOOL HALL—EVENING

Camera: Wide shot, panning from left to right across the hall

It is parents evening and there are tables and chairs set out around the hall. The is background noise of teachers talking to parents. Its late Autumn and the lights are on in the hall.

Camera: Medium shot

MR GODWIN

(Sat in his chair drinking a cup of tea waiting for his student)

George over here. I will grab you now while I am free.

Camera: Close up on Georges face.

GEORGE

(Walks over with his parents looking worried.)

Hello sir. I ... er ... was not expecting to talk to you.

Camera: Medium close up on Mr Godwin

MR GODWIN

(He smiles at George's parents)

Well after what you did in my lesson today I think we need to have a chat.

This is a piece of written work that is used for a movie, tv programme, radio programme, play or any other audio-visual product. The script is the starting point for these products and although there is no official layout it will follow some layout convention. A number of different people will use the script, such as sound engineers, mark up artists, props department etc. They will break down the script into their own sections with the information that they require.

Purpose

- Identify the location of action.
- Gives direction for the actors.
- Shows who will be in the scene.
- Gives the **dialogue** for the actors.

Uses

- Audio products.
- Video products.
- Computer games.
- Animations products.

Content

- Set required.
- Location—INT. (Interior), EXT. (Exterior)
- Scene descriptions
- Camera shots and movement
- Sounds

Dialogue

This not only covers what the person is saying but how they say it and any facial expressions

Analysis

You will need to:

- Identify where the action takes place.
- What happens in the scene.
- Who is in the scene and what they say.
- Comment on the level of detail in the script. Is there something missing, what additional information could be included.
- Is the layout of the script clear? Can you find information easily?

Exam Advice

- You will not be asked to write a script in the exam.
- You will be expected to know the content of a script.
- You will be expected to know how to analyse a script.
- You will need to give an answer that is in the context of the question.

Knowledge

- 1) Describe the **purpose** of a script. [2]
- 2) Give **four** items that need to be included in a script. [4]
- 3) Identify **one** item of **software** that could be used to create a script. [1]
- 4) What information would the following people require in a script?
 - a) Actor
 - b) Camera operator
 - c) Director
 - d) Sound engineer
 - e) Editor

[5]

Create

Read the extract from a story below:

The windscreen wipers slapped on the screen in time to the upbeat music on the car stereo. Mum switched it off in frustration as she sat at the traffic lights.

"I don't know why you had to take so long, I waited half an hour!" she said sharply. Naomi sighed. "They didn't have my size on the shelf, and the woman took ages searching in the stock room."

"We wouldn't have got stuck in all this traffic if you'd just made your mind up quicker. We won't be eating tea until late at this rate. Today of all days!" Mum retorted. She was tired and hungry and it had been a long day.

"What's wrong with the mobile phone I spent a fortune on? You could have called me. I wouldn't have rushed away from work to get there if you'd called". Mum wasn't giving up her bad mood any time soon.

"I forgot to charge it, the battery's dead," Naomi answered. "More like you wasted it playing stupid games!" Mum retorted. "Sorry", Naomi said quietly. She looked through the window at the lights reflecting off the puddles. The car accelerated away and sped out of town.

"Maybe we can have a sandwich?" Naomi suggested. "I'll make it if you like." "Ssh!" Mum said sharply. "Did you hear that?" "What?" answered Naomi. "Stop it, you're freaking me out. You know I've always thought this house is haunted." "I'm sure I heard something in the living room," Mum whispered. "Pass me that brolly, I'm going to have a look".

Slowly, Mum tiptoed to the door. She turned the handle, and with a squeak, opened the door.

"Surprise!" came the shout. The lights snapped on and revealed Dad, Naomi's brother Paul and a group of friends, squashed in to the room. Party poppers were set off, and a huge laugh came from the room at Mum's shocked response.

"Happy Birthday, Mum!" Naomi said cheerfully. "Sorry about the trick, but I had to keep you out of the house 'til everyone got here!"

Write a script using the extract above for a radio show.

Review

Write a review of your script. Consider:

- Does it meet the brief and the client requirements?
- Is the format suitable? For example the mood board will not be used to show the layout of the advert.
- Is the style clear for the user of the document?
- Is the content of the document suitable?
- Describe the strengths and weaknesses.
- Use technical language.
- Identify areas for improvement.

[12]

Deeper

Write about **why** a client would use a storyboards?

Write about **how** a video editor would use a storyboard?

Exam Question

OCR iMedia January 2016 Exam

Fig. 1 is the script for part of the TV advert.

INT. (INTERIOR) OF HOUSE – LOUNGE WITH DOOR LEADING TO ANOTHER ROOM

Young boy on knees next to low table, playing with bricks and cuddly toy.

Music coming from another part of the house.

Young child smiling, picks up cuddly toy and says to cuddly toy.

YOUNG CHILD

Alfie. Look at your new home.

Young child looks up and points at bricks on table.

YOUNG CHILD

Look at Alfie's new home.

Parent smiling.

PARENT

That's a brilliant house!

Young child frowns.

YOUNG CHILD

It's not a house it's a castle. Alfie is the king.

Parent smiling, moves towards the child by the table.

PARENT

Oh yes, sorry. I can see the turrets now.

Young child looks and smiles at parent.

YOUNG CHILD

Alfie it's time for bed now.

Young child lays Alfie down in the brick castle and makes snoring noise.

Fig. 1

- 1) Identify **two** sounds in the scene.
- 2) Identify, part from the actors, one other user of the script.