Mood Board Knowledge Organiser

Purpose of a mood board

It is a visual tool used to generate ideas for the look, colour and styles for a project. It can be used to collect ideas from different people.

Target Audience

The target audience for a mood board is the designers of a product. It helps them to see the ideas and styles in one place.

What do we include in a mood board?

- Photographs/images linked to the project
- Logos of the business
- Font type, colour and size
- Textures and fabrics
- Colours

Extended Question Type 1—Create a Moodboard

5

(a) BGStyle wants to design a special front cover for the first edition of the magazine and you have been asked to create a mood board to show to a production meeting where the layout of the front cover is being discussed.

Choose six images from Fig. 1 to create the mood board for the special front cover of BGStyle magazine.

You do not need to draw the images. You must show which images you have chosen and where you would position them on the mood board.

Marks will be awarded for:

- fitness for purpose;
- annotations to justify your choices.

[12]

SECTION B

1. Woman with bag 2. Images of men 3. Dance logo 4. Music waves 5. Sketches of women
6. Young girl 7. Open sign 8. Older man 9. Young women 10. Christmas baubles
11. Woman in city 12. Cartoon men 13. Teenage boy 14. Stencil 15. Music graphics
16. Page layout 17. Comic font 18. Male with skateboard 19. Listening to music 20. Emotions graphic

Fig. 1

© OCR 2017

Create Questions

Marks awarded for:

- Using images linked to the project (at least 6)
- Layout is suitable (title at the top, clear structure)
- Content includes suggestions or ideas for:
- Text, colour, images, styles of images, sounds, fabric

ALWAYS INCLUDE ANNOTATIONS TO JUSIFY YOUR CHOICES OF IMAGES/STYLES/CONTENT ETC

Content for web sites/adverts
Images, movies and sounds
Logos
Colours
Text
Font colours and styles

Content for movies/tv/adverts/animations
Font colours and styles
Title styles (old fashioned or modern)
Costume ideas
Location ideas

Content for games
Font colours and styles
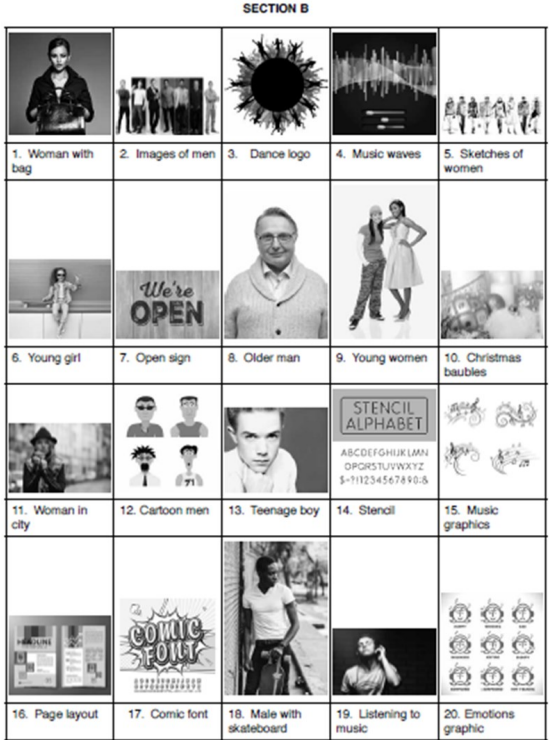Title styles (old fashioned or modern)
Costume ideas
Location ideas

Mood Board Knowledge Organiser

Extended Question Type 2— Evaluate a Mood board

10

Question 7 is based on Fig. 2

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.

Three Oaks
Colour Scheme from Client brief

Bright

Item removed due to third party copyright restrictions

BOLD STAND OUT TEXT

Rain

"Days of Summer"

happy

Fig. 2

11

7* Discuss the suitability of the mood board in Fig. 2 for the television advert. You should include any areas for improvement. [12]

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

....

....

Create Questions

Marks awarded for:

• Identify target audience (usually a designer)

• Explain how suitable it is for the designer by talking about:

⇒ The layout (Is there a title? Is it easy to follow)

⇒ Content—is it clear? Is it linked to the project?

⇒ Different elements included?

⇒ Are there any annotation included to explain or justify choices

⇒ Is it fit for purpose, does it include all the content that a designer would need to understand the ideas?

• Always identify **STRENGTHS** and **WEAKNESSES**

• **SPaG marks are given**

Purpose of a mood board

It is a visual tool used to generate ideas for the look, colour and styles for a project. It can be used to collect ideas from different people.

Target Audience

The target audience for a mood board is the designers of a product. It helps them to see the ideas and styles in one place.

Mind Map Knowledge Organiser

Purpose of a Mind Map

It is a visual tool used to generate and organise ideas for a project such as a web site or magazine cover.

Target Audience

The target audience for a mind map is usually the designers or developers of a project and is used to present structured ideas for them.

How to we use Mind Maps

- Central idea
- Add branches to organise this idea
- Add sub branches to further develop the idea
- Can be created by hand
- Can be creates on PCs

Extended Question Type 1—Create a Mind Map

8

6　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
- content
- relevance.

[7]

Create Questions

Marks awarded for a diagram :

- Recognisable as a mind map
- Content is relevant to the topic /products you are asked to create it for
- It includes suitable amount of detail in the mind map
- Logical sequence of branches and sub branches

Always ensure that the Mind Map has the content that is relevant for the product and the topic you have been asked to create it for

Mind Map Branches for a Website	Mind Map Branches Poster or Advert	Mind Map Branches for a Game
Colour scheme Fonts Content on each page (text, sound, video) Links (hyperlinks, links to other websites) House Style (colour schemes, fonts, images etc)	Images to use Slogans to use Text to use Font Styles Information to include Resources needed	Levels Points Characters Graphics Angles Weapons Controls

Extended Question Type 2— Evaluate a Mind Map

Question 8 is based on **Fig. 2**.

Fig. 2 is the first draft of a mind map about a possible house style for the magazine. This mind map is to be given to the graphics department of the magazine.
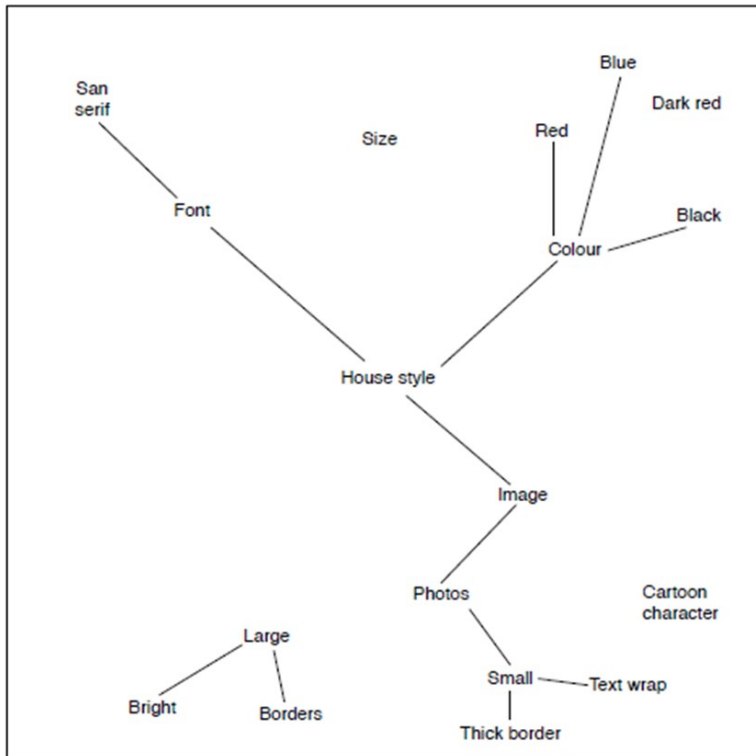
Blue

Dark red

San serif

Size

Red

Font

Black

Colour

House style

Image

Photos

Cartoon character

Large

Small — Text wrap

Bright

Borders

Thick border

Fig. 2

11

8* Discuss the suitability of the content and layout of the mind map in **Fig. 2** for use by the graphics department. You should include any strengths, weaknesses and areas for improvement. **[12]**

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

....

Create Questions

Marks awarded for:

- Identify target audience (usually a designer)

- Explain how suitable it is for the designer by talking about:

  ⇒ Does it look like a mind map?

  ⇒ Is the content relevant to the project (magazine/web page etc.)

  ⇒ Logical branches and sub branches

  ⇒ Are all branches/sub branches linked together

  ⇒ Is all the information in the mind map relevant to the project

- Always identify **STRENGTHS** and **WEAKNESSES**

- **SPaG marks are given**

Purpose of a Mind Map

It is a visual tool used to generate and organise ideas for a project such as a web site or magazine cover.

Target Audience

The target audience for a mind map is usually the designers or developers of a project and is used to present structured ideas for them.

Visualisation Knowledge Organiser

Purpose of a Visualisation

A hand drawn diagram to show what something looks like when it is created. Used to plan still images like web sites, magazine/DVD covers and comics

Target Audience

The target audience for a visualisation is usually the designers or developers of a project and is used to present how the design will look when created

What to include on visualisations

- Layout of page
- Composition of page
- Colours used
- White space
- Placement of text and images
- Annotations to give details of all of the above.

Extended Question Type 1—Create a Visualisation

5   Three Oaks has asked to see your ideas about how the magazine advert will look for the Summer Bank Holiday Sale. In the sale it will be offering discounts on its summer sun products including sun cream, barbecues and ice cream.

Create a visualisation diagram for the magazine advert for the Summer Bank Holiday Sale.

Marks will be awarded for:

- content
- layout
- fitness for purpose.

[7]

Create Questions

Marks awarded for a visualisation :

- Content is relevant for the product (poster, web page, DVD cover)

- Content is relevant to the case study organisation (supermarket, charity etc, you are told the name of this company)

- Layout is suitable for the product Eg Advert includes name of company and offers

- Colour scheme is shown (through annotations or use of colour)

- Use persuasive language when creating a poster/advert

What to include in a visualisation for a Website	What to include in a visualisation of a poster/magazine cover	What to include in a visualisation of a DVD cover/poster
Colour scheme Header Navigation bar Where would you put text and images Where would you put other media like videos Location of logo Annotations to show colour, font type and font styles	Where you would put: Images Headings Contents Colours used Extra information like price, release dates etc) Annotations to show colour, font types or styles	Layout of the cover Images from film (characters) Location of age rating Blurb Styles of fonts and colours used (annotations)

Extended Question Type 2— Evaluate a Visualisation

Fig. 2 is the first 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.

Kids-5-A-Day—Food Tips

HISTORY

KEY POINTS

IMAGE

11
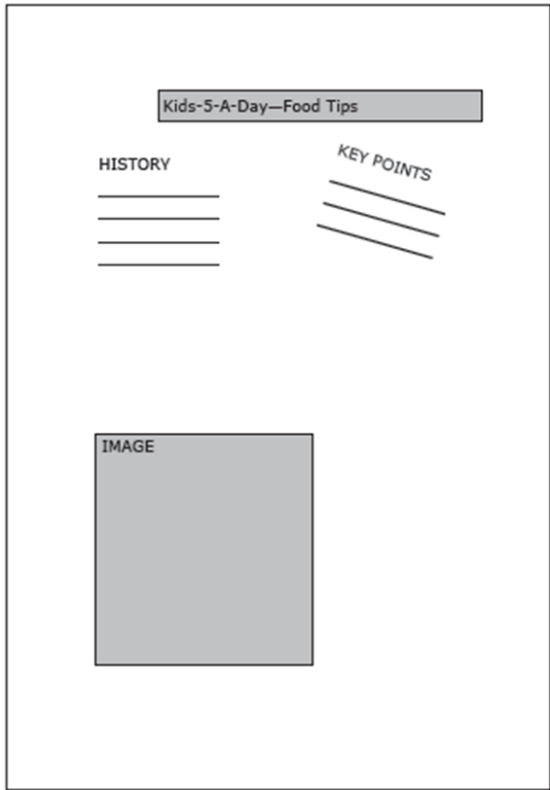
8   *Discuss the suitability of the visualisation diagram in Fig. 2 for the downloadable information sheets. You should include strengths, weaknesses and areas for improvement.

*The quality of written communication will be assessed in your answer to this question.   [12]

....

....

Marks awarded for:

• Identify target audience (usually a designer)

• Explain how suitable the visualisation is for the designer by talking about:

⇒ Does it contain suitable amount of text and image

⇒ Is the layout clear

⇒ Is the content of text and images relevant to the project (magazine/web page etc.)

⇒ Use of colours

⇒ Empty space (is there too much)

⇒ Is all the information in the visualisation relevant to the project

⇒ Does it contain all the detail a designer would need to create it?

• Always identify **STRENGTHS** and **WEAKNESSES**

• **SPaG marks are given**

Purpose of a Visualisation

A hand drawn diagram to show what something looks like when it is created. Used to plan still images like web sites, magazine/DVD covers and comics

Target Audience

The target audience for a visualisation is usually the designers or developers of a project and is used to present how the design will look when created

Script Knowledge Organiser

Purpose of a Script

A written document used to plan TV, films or games. It shows the what is said, who speaks and directions for a scene.

Target Audience

The target audience for a script is the director of a tv show/film, the actors and producers who will use the script as a way of understanding what happens.

Camera Angles/Shots

- Long /establishing shot
- Mid Shot
- Close Up/Extreme Close Ups
- High/low angle
- Eye level angle

Question Type 1—Characteristics of a Script

A radio advert will be used to promote the Summer Bank Holiday Sale. A script is required for this advert.

(a) Identify **two** pieces of information that will be included in the script.

1 ....

2 ....

[2]

(b) Explain **one** purpose of the script.

....

....

....

.... [2]

Characteristics of a Script Question

- Read the questions and the number of marks
- Look at the exam command words—"Identify", "Explain", "Describe"
- Give sufficient detail in the answer to achieve all marks

What include on a script

–Location – where the scene is taking place using INT or EXT to signify the location.

–Direction – what the actors are doing, this could be the movement, the way they speak or their body language.

–Shot Types – placement of the camera

-Camera Movement – how the camera moves

–Sounds/sound effects

–Characters – who is in the scene

–Dialogue – what is said and how it is said (emotions, volume)

EXT. (EXTERIOR) – GARDEN

In bright sunshine.

Children playing in the garden laughing and chasing each other.

INT. (INTERIOR) – KITCHEN

Male parent looking into cupboard.

                    MALE PARENT

        Aah.

EXT. (EXTERIOR) – PARK

Long shot

Four people sitting down on rug and talking, listening to music, with a disposable barbecue.

Female in group reaches into bag and finds it's empty.

                    FEMALE IN GROUP

        Aah.

                    FEMALE VOICE-OVER (VO)

        Don't let the Bank Holiday turn into a disappointment.

        Remember this Bank Holiday to stock up on food to
        make the last days of Summer go out with a swing.

EXT. (EXTERIOR) – SUPERMARKET SHOP

Long shot

                    FEMALE VOICE-OVER (VO)

        This week only: 20% off all fresh meat.

        20% off all bread rolls.

        25% off all disposable barbecues.

        Offers end Sunday.

9

(a) (i) Identify **two** visual characters from the script.

1 ....

2 ....

[2]

(ii) Identify **two** locations used in the script.

1 ....

2 ....

[2]

(b) Explain **one** reason why an **exterior long shot** of the supermarket is used.

....

....

....

.... [2]

(c) Explain **two** aspects of the script that require more detail so that it becomes more useful as a pre-production document.

1 ....

....

....

....

2 ....

....

....

....

[4]

Storyboard Knowledge Organiser

Purpose of a Storyboard

A series of drawings that show what a movie look like, the purpose is to help organised the filiming making it easier to see what you need and how to film the scene

Target Audience

The target audience for a Storyboard is the director of a film. It shows the director how to film the scene, the camera angles and camera movement.

What to include on storyboard

- –Number of scenes
- –Camera Shots
- –Camera Movement
- –Timings
- –Lighting
- –Sounds (dialogue, effects)
- –Locations
- –Camera Type

Extended Question Type 1—Create a Storyboard

As the game is played, the main character will move through different levels of the game where the difficulty will change. Between each level there will be an animated scene set in a bike shop where the shop owner will explain the next level of the game. These animated scenes will be approximately 10–15 seconds in length.

Create a pre-production storyboard for an animated scene between levels 1 and 2. In level 2 the rider will have to ride up and down ramps to collect coins and logos that are placed at different heights.

Marks will be awarded for:

- content
- fitness for purpose
- annotations to justify decisions.

[8]

Create Questions

Marks awarded for:
- Clear structure
- Content is relevant to the scenario
- You include the following items:
  Timings, camera shots, camera angles, camera movements, lighting, timings, sounds, sound effects, locations,

Camera Shots—the distance of the camera from the main subject	Camera Angle—the angle from which we see the main subject	Camera Movement
Extreme Close Up Close Up Mid Shot Long Shot Establishing Shot	High Angle Low Angle Eye Level Over the shoulder	Pan Zoom In Zoom out Dolly Tilt

Extended Question Type 2— Evaluate a Storyboard

Question 11 is based Fig. 1

Fig. 1 is the first draft of a pre-production storyboard. This will be the opening sequence of the concert chapter of the DVD.
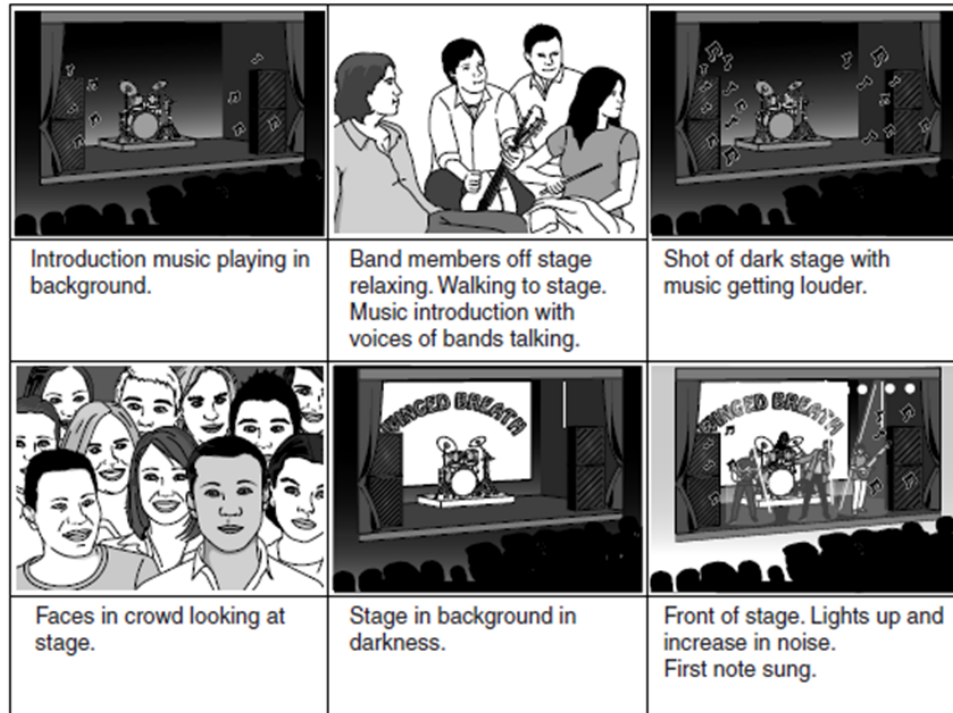

Introduction music playing in background.	Band members off stage relaxing. Walking to stage. Music introduction with voices of bands talking.	Shot of dark stage with music getting louder.
Faces in crowd looking at stage.	Stage in background in darkness.	Front of stage. Lights up and increase in noise. First note sung.

Fig. 1

11

11* 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.

....

Marks awarded for:

• Identify target audience (usually a director)

• Explain how suitable the storyboard is for the director by talking about whether it includes:

  • Number of scenes

  • Scene content

  • Timings

  • Camera shots (eg close up, mid, long)

  • Camera angles (eg over the shoulder, low angle, aerial)

  • Camera movement (eg pan, tilt, zoom or using a track and dolly)

  • Lighting (eg types, direction)

  • Sound (eg dialogue, sound effects, ambient sound, music)

  • Locations (eg indoor studio or other room, outdoor)

  • Camera type

• Always identify **STRENGTHS** and **WEAKNESSES**

Target Audience Knowledge Organiser

What is it?

Your target audience is the person or group of people that the final product will be aimed towards.

Why is it important?

You need to understand what your target audience likes and dislikes in order to plan your project to suit your audience

What can target audience effect?

–Colours you use
–Types of images (photos or cartoons)
–Language used (how well can the audience read)
–Content (in games and videos they use age ratings)

Category	Notes	What it can effect
Gender	Products generally appeal to onge group or another	–Choice of colour –Images used (content of images mainly male or female) –Font styles and type used –For adverts where you place the adverts (which magazine or during which programs)
Income	The disposable income left after you have paid for all your necessities	–Content used in the product (Luxury or every day items) –Colours used (luxury colours: blacks, gray, gold) –Where to product is viewed (TV channels, time of day, during which programs if an advert)
Location	•This is where someone lives, could be divided in to: –Town or city (difference between Accrington and Manchester) –Region (North and South) –Country (England or Germany)	–Language used (accents, amount of speaking in an international product – subtitles) –Content (on a website use less video if the location of audience is in a village, what if you have a diverse location?)
Ethnicity	This is a group that people belong to because of the their background ancestry or the culture they belong to	–Different religions and their expectations (Use of alcohol or pork, Halal/Kosher, vegetarianism) –Cultural differences (ensure your don't offend different cultures in different countries or regions – eg clothing in conservative societies) –Content – use of models with different ethnicities –Language used – can they all understand what is said
Accessability	This category is about making sure your product in available to as many people as possible	–Visually impaired (High contrast colours, size of text, colours used for colour blindness) –Hearing impaired (Subtitles, Sign Language)

Extended Question Type 2— Evaluate a Storyboard

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.
.... [2]

The income of the target audience of the supermarket advertising campaign needs to be considered during pre-production.

(b) (i) Explain **one** way that the income of the campaign's target audience will affect the content of the adverts used.

....

....

....

.... [2]

(ii) The target audience can be categorised by income. Identify **two other** ways that the supermarket's target audience can be categorised. For each category provide an example to illustrate your point.

Category ....

Example ....

....

Category ....

Example ....

....

[4]

© OCR 2015

Question			Answer	Marks
	b	i	Two marks for point with suitable expansion. e.g. - The products on sale(1) will be those that the target audience can afford(1) - A low income audience(1) will only buy lower priced products in the sale(1)	2
		ii	Two paired marks awarded for category and matching example. e.g. - Age (1) - wide range of ages will need wide range of products (1) 30 – 40 years (1) - gender (1) - sale will appeal to both so products need to appeal to all genders (1) - male or female (1) - location(1) - sale may only occur in certain stores/places(1) - the target audience may live a distance from the store (1) - interests/lifestyle (1) - sale products targeted to their interest(1)	4

Primary and Secondary Research Knowledge Organiser

Primary Research		Secondary Research	
This is collecting new information by making direct or face to face contact with consumers e.g. a questionnaire		•A secondary source is information on a topic that originally appeared elsewhere first.	
Questionnaires	The user fills in a questionnaire about a certain topic or subject to find their views BUT a lot of people do not respond to them	**Census**	Provides information on all the households in the UK, updated every 10 years – very detailed but only updated once every 10 years. Shows age, religion and gender of households in the UK
Interview	The user is interviewed by another person to find out and explore their views. This gives better detail than a questionnaire because you can use follow up questions BUT it is most expensive.	Internet	Lots of information on the internet, but it is difficult to find information that is valid for your needs. You must look at a website related to your product or design
Observation	This is when you watch someone or an object to find out what they do. This is good because you can see how someone reacts and read their body language and they are more relaxed because they are not on the spot.	Books and Magazine	You can look at existing magazines/books to find out what styles are used.
Focus groups	This is a groups of people (mix of age, gender, ethnicity) and they are asked to talk about a product. The good thing is they can see the product and you can ask questions BUT it is very expensive.	Sales Reports	All businesses have sales report, these can tell you which products are the most popular and sell well. However the information may be out of date and you only see it for the company you work for.

Advantages	Disadvantages	Advantages	Disadvantages
Information is taken directly from the people who are, or will be, the consumers. Detailed information can be gathered and opinions obtained Information is up to date and collected for a specific purpose	Inaccurate, people may not give accurate answers e.g. they may say they will buy something when they won't Time and money, to design the primary research, carry it out and analyse the data	Information is cheaper to obtain as it has already been collected Information is available immediately If taken from a reliable source the information should be reasonably accurate The data available covers a wide range of sources	The data is unlikely to have been collected for exactly the same purpose as the business requires so it may not meet the business's direct needs Information may be out-of-date depending on when it was collected Information is available to every other business

Primary and Secondary Research Example Question

2 The BGStyle magazine has a teenage target audience of all genders.

(a) (i) Identify **one** type of primary research, other than using focus groups, that could be used to gather data from the target audience.

....

.... [1]

The use of focus groups allows questions to be asked directly to the members of the target audience in interviews.

(ii) Explain why using focus groups as part of primary research for the magazine will allow detailed information to be gathered.

....

....

.... [2]

Secondary research is another form of collecting information to help produce the new magazine.

(b) Identify **one** method of secondary research and explain how it can be used in the production of the magazine.

....

....

....

....

.... [3]

| 2 | a | i | **One** mark from.
• Survey (1)
• Questionnaire (1) | 1 |
| | | ii | **Two** marks for point and suitable expansion e.g.
• Target audience can give detailed/expanded views (1) which can help the magazine designers more (1)
• Follow up questions (1) can be asked if the answers need to be clarified (1)
• You can show the focus group (1) visualisation diagrams and get instant feedback on how they feel about them (1) | 2 |

Question	Answer
b	**Three** marks for suitable method and expansion e.g. • Look at existing magazines (1) so that their content can be looked at (1) to decide what to include in BGStyle (1) • Fashion books (1) can be looked at to see how they show clothes (1) to help decide how to layout the clothes images (1) • Look at fashion sites on the internet (1) to gather style ideas (1) that could be applied to the magazine layout/look (1) • Other people's questionnaires (1) to use their data and findings (1) to aid the magazine construction (1) • Social media (1) to see what is trending with target audience (1) to help decide on the content for the magazine (1)

Client Requirements Knowledge Organiser

Who is the client?

•Your client is the person you will be working for. They will tell you what they want you to plan, design or create for them

•The client will set out requirements that they want you to follow when you plan the project

What the client requirements can tell you:

-Client requirements include:

–Target audience

–Colour scheme

–Timescale – deadlines for the project

–Purpose

–Content (information & images)

–Budget – how much money there is to spend

–Style/genre

–What you are creating (TV advert, magazine advert, game etc)

Discussion

Talking to your client, asking them questions to find out what they want you to do.

Script

Reading the script to help you to understand the storyline and characters in the project.

Written Brief

Reading information from your client on the things they want you to plan or create for them.

Specification

A precise definition, often a list of things that must be done for the project to meet requirements.

Client Requirements Example Question

4

4   ZetaLevel has requested a meeting with you to discuss the first drafts of your pre-production documents.

(a)   Explain **one** benefit to ZetaLevel of this meeting.

....

....

....

....

.... [2]

(b)   (i)   Explain **one** benefit to you of having this meeting with ZetaLevel.

....

....

....

.... [2]

(ii)   Identify **three** items you would take to the meeting with ZetaLevel.

1 ....

2 ....

3 ....
[3]

4	a		Two marks for suitable point with expansion e.g. • Can discuss your first ideas(1) and suggest next steps(1) • Can stop any issues developing(1) before any more work is carried out(1) • Can make the design brief clearer (1) by explaining adjustments of what they require(1)
	b	i	Two marks for suitable point with expansion e.g • Can discuss any issues that have developed(1) before you go any further(1) • By asking questions(1) you can be clearer about what is required(1) • Can discuss the project (1) and make your own suggestions (1) • ZetaLevel can review your work (1) and provide you will suggestions to help you further (1)

Why Plan?

Planning is a necessary part of any project to ensure that everything can run smoothly.

Work Plans Knowledge Organiser

WORK PLAN

Activity	Duration	Resources
Find images for moodboard	1 hour	Magazines, photos, internet, PC
Create moodboard	1 hour	Scissors, glue, paper
Generate ideas for visualisation	30 mins	Notepaper
Create visualisation	1 hour	Pencils, paper, coloured pencils
Send to client	5 mins	Email, internet, PC
Get feedback	30 mins	Email
Make changes to visualisation	1 hour	

GANTT CHART

1	**Work Plan**						
2							
3	Task	Duration	Day/Date				
4			Mon 3rd	Tue 4th	Mon 10th	Tue 11th	Mon 17th
5	Find images for mood board	1 hour					
6	Create a mood board	1 hour					
7	Ideas for mind map	30 mins					
8	Create a mind map	1 hour					
9	Digitise documents	30 mins					
10	Send to client	5 mins					
11	Obtain feedback	30 mins					
12	Make changes	1 hour					

PRODUCTION SCHEDULE

Date/Time	Activity	Where	Resources
Mon 9:30	Prepare camera equipment	School	Video camera, tripod, batteries
Mon 10:45	Record Scene 1: Team discuss strategy	Sports Hall	Actors, basketball
Mon 11:15	Record Scene 2: Basketball match vs visitors	Sports Hall	Actors, basketball
Mon 12:30	Pack equipment, take back to editing suite	Edit Suite	Mac, video editing software
Mon 2:00	Transfer video footage to computer and edit	Edit Suite	Mac, video editing software

What goes in to a work plan?

•Tasks – Each main task needed to be completed, Eg. Create a website template

•Activities – Break down each task in to smaller sub tasks, Eg – Insert header, buttons, company graphics

•Milestones – the key dates in the project, when the project starts, when the project end or when you finish one stage of a project (plan/create/test)

•Resources – What you need to complete the task. Eg PC, Internet access, images, Dreamweaver

•Work Flow – The order in which the tasks are completed (Plan > Create > Test > Review)

•Timescales– Timings for each individual task to make sure that you meet your final deadlines

Contingency Planning

If your plan goes wrong you have to have planned in contingency time to ensure it doesn't change your deadline.

•To plan for this all work plan include contingencies. This is extra time you give yourself just in case somethings goes wrong.

•Three contingency items are:

•More time – In films often shooting goes on longer than intended, or bad weather might affect the schedule

•Extra Costs – Occasionally extra costs can arise (having to buy web hosting for a web site)

•Unexpected events – Anything outside of your control that can affect your project (bad weather, illness, people leaving)

4

2 When designing and producing the computer game, OmicronBit wants a work plan to be produced.

(a) Identify **four** components, other than milestones, that are used to create a work plan for the computer game.

1 ....

2 ....

3 ....

4 ....

[4]

(b) Explain the purpose of milestones in a work plan for the computer game.

....

....

....

.... [2]

		scene(1)		
2	a	Four from: • Tasks • Activities • Work flow • Timescales • Resources • Contingencies	4	

uestion		Answer	Marks	
	b	Two marks for suitable response with expansion. e.g. • An event of note in the game creation(1) that often marks the completion of a stage(1) • An important decision point(1) that can lead the project in a different direction(1) • A key event(1) that allows a project to be kept on schedule (1)	2	Al
	a	Two marks for suitable response with expansion.		O

Health and Safety Knowledge Organiser

Computer Risk	Measures to take
Eye Strain	•Use a screen filter •Make sure you work in suitable light •Don't sit too close to the screen •Take regular breaks (5 mins per hour) •Have regular eye tests •Have blinds available to avoid glare on the screen
Back Pain	•Use a fully adjustable chair •Use footrests so that legs are at a natural angle •Have the monitor at eye level
Repetitive Strain Injury	•Use wrist rests •Regular breaks •Ensure workstations are the correct height
Physical Dangers: Too many wires Liquids near a computer Too many plugs	•Use cable management to tidy up wires. •Keep drinks away from computers •Don't plug too many devices in to one outlet

What is Site Recce?

Visit a location prior to filming, to see if a site is suitable for a scene. It helps you to plan your scene and your filming schedule.

What can you check during a site recce?

–suitability for filming the scene (background buildings, noises – you don't want to film a historical film near an airport)
–potential problems with the site
–access to site for delivery, cars, actors
–facilities available for filming (electricity, buildings that can be used in the scene)
–permission required – who owns the location, do we need special permission (Eg in a school)
–potential light/sound problems – how the site looks in the morning or the evening (shadows etc)

What is a risk assessment?

A risk assessment is carried out by a company as a means of identifying and trying to minimise potential risks.

What does a risk assessment include?

–Hazard Name – What the hazard is called
–What are the risks? – What are the things that could happen with that risk
–Who is at risk?
–How can it be controlled? – What can we do to minimise it

Hazard Name	What are the risks?	Who is at risk?	How can it be controlled?	Level of Risk
Electrocution	Drinks or liquid could be spilt on the computer leading to electrocution	Students and teachers in the room	Students are not allowed food and drink in the room Keep PC units away from the desk	Medium

5　At the meeting with ZetaLevel it was decided that a film crew need to go to the factory and shoot footage of the new toy being made.

Before the film crew can begin working, they will need to carry out a location recce.

(a) Explain **one** purpose of the location recce for this TV advert.

....

....

....

.... [2]

Before filming begins, a risk assessment needs to be completed.

(b) Describe **one** purpose of the risk assessment for the filming of the TV advert.

....

....

....

.... [2]

(c) Explain **one** reason why a risk assessment is necessary for the filming.

....

....

....

.... [2]

5	a	Two marks for suitable point with expansion e.g • look at the location(1) and see what needs to be filmed in the factory • to look at film location(1) to check camera shots in the factory(1) • to check noise levels(1) from factory machinery(1) • to look at lighting issues (1) to know what equipment is needed(1) • check for hazards (1) so that the risk assessment can be completed (1)	2
	b	Two marks for suitable point with expansion e.g • to check what safety issues(1) there may be when filming in the factory(1) • to identify measures to be taken(1) to minimise risks in the factory(1)	2
	c	Two marks for suitable point with expansion e.g • film crew need to be safe(1) when filming in the factory(1) • employer is responsible for the safety of worker (1) so they need to check that where they work is safe (1)	2

File Types Knowledge Organiser

IMAGE FILE TYPES:

File Type	Compression	Advantages	Disadvantages
JPG	Lossy	Millions of colours Very common works on all devices	Not good for logos Lossy so you lose data from original
TIFF	No compression	No data lost so high quality Millions of colours	Large file size, not suitable for email or use on a website Not supported on all devices
GIF	Lossy	Very small file sizes Supports animation and transparency Good for buttons on a website	Only 256 colours
PNG	Lossless	Keeps all the image data Supports animation and transparency Good contrast (sharp edges)	Not supported on all devices of applications File size is bigger

SOUND FILE TYPES:

File Type	Compression	Advantages	Disadvantages
WAV	No compression	Lossless for it is very high quality audio	Big file sizes Not good for sharing music online
AIFF	No compression	Lossless for it is very high quality audio	Big file sizes Not good for sharing music online
MP3	Lossy	Very small file sizes good for phones and online sharing Works on all devices and with all applications	Lossy format so it has low audio quality Easy to pirate music
WMA	Lossy	Very small file sizes good for phones and online sharing Works on all devices and with all applications	Lossy format so it has low audio quality Easy to pirate music Does not work on all devices or applications

Remember!

Image File Types:

For printed files such as posters, adverts in magazines, billboard you always used uncompressed file types. This will give you high quality images and no data is lost. In this case always pick TIFF

For images to be placed online or on social media, you always use compressed file types, this makes the file size smaller, and easier to download. In this case always pick JPG

Video File Types:

For video that will be distributed by DVD or Blu Ray you always pick an uncompressed file type for the best quality and no data loss. In this case always pick WMV

For videos that are online or on social media, you always pick a compressed file size, to make the file size smaller and quicker download. In this case always pick MP4

Sound File Types:

For video that will be distributed by CD or DVD you always pick an uncompressed file type for the best quality and no data loss. In this case always pick WAV

For sound that are online or on social media, you always pick a compressed file size, to make the file size smaller and quicker download. In this case always pick mp3

VIDEO FILE TYPES:

File Type	Compression	Advantages	Disadvantages
AVI	No compression	Lossless for it is very high quality video	Big file sizes Not good for sharing video online
MP4	Lossy	Smaller file size as it is compressed Good for streaming video over the internet Works with lots of devices and applications	Can lose some video quality
SWF	Lossy	Very small file sizes good for phones and online sharing Works exclusively for animation on the internet (not movies)	Not compatible with many devices because you need a flash player to play it

The TV advert will be filmed in HD, creating large file sizes for the finished product.

(a) Identify **two** methods that can be used to reduce the file size of this HD video.

1 ....

2 ....

[2]

Two versions of the TV advert will be produced, one for use on TV and one for use on the internet.

(b) Identify **two** video file formats and explain why each would be suitable for it's intended use.

TV Format: ....

Reason: ....

....

Internet Format: ....

Reason: ....

....

[4]

Question		Answer	Marks
9	a	Two from e.g. • reduce resolution(1) • compress file(1) (e.g. lossy, lossless) • save as different file format (1	2
	b	Two sets of paired marks (One mark for file format and one for reason) e.g. • HD1080(1) as it has high resolution for use on large screen (1) • HD720(1) as compatible with existing TV standards (1) • MPEG4 (1) compatible with browsers and computers (1) small file size (1) • Avi (1) playable on internet browsers (1) • Mov (1) high quality from digital cameras (1) **Internet** only • Gif (1) playable in internet browsers (1) • RealG2(1) easily downloadable (1)	4

Legislation Knowledge Organiser

What is it?

Laws that cover how we use images, logos, trademarks. It also looks at how we protect the data we have about people.

Why is it important?

Break the law and you can be fined or your media project can be stopped from being released.

What do I have to do?

Images: always get copyright permission

Logos/Trademarks: They need to be licensed from the Trademark holder

Legislation	Key points	What does it cover?	What should I do?
Copyright	Copyright, Designs and Patents Act 1988 It is illegal to use created material without permission. This includes images, sounds, words, movies and animation Punishment: Fine of up to £325,000 Imprisonment of up to five years for a first offence. Subsequent offences, fine of up to £0.6 million Imprisonment of up to 10 years.	Songs Books Art Images Photos Movies Animation	Find the copyright holder and write a letter or get in touch with them to ask permission to use the media in your work.
Trademarks	A word, symbol, or phrase, used to identify a particular manufacturer or seller's products and distinguish them from the products of another Trademarks Act 1994 Once registered a trademark cannot be used without permission (diluted) You can be prosecuted for using logos without permission and you can be fined. They can also stop your project.	Slogans for businesses Logos of businesses Protects anything associated with a brand to make sure it can't be 'stolen' by another company .	Must ask to use trademarks in your design and pay a licensing fee
Data Protection Act	1 Data must be kept secure (password protected) 2. Data stored must be relevant (only the info you need) 4. Data stored must be kept accurate and up-to-date (update every year) 5. Data must be obtained and processed lawfully (you should know the data is being collected) 7. Data must be obtained and specified for lawful purposes (You must tell them what the data will be used for) 8. Data must not be transferred to countries without adequate data protection laws (You can't send data to countries that don't have data protection laws)	Any information that you collect about anyone who works on the project. Remember they are your employees so you have a lot of detail about them	Keep the data secure Keep the data up to date Don't send the data to countries that don't have data protection laws Inform the people how the data will be used

The Kids-5-A-Day campaign will be supported by a number of food retailers and their logos will be included on the stickers and posters.

(a) Identify the legislation that applies to the use of these logos.

....

.... [1]

(b) (i) Describe **one** step that must be taken by the publishers to allow these logos to be included on the stickers.

....

....

....

.... [2]

(ii) Explain **one** implication for the publishers if this step is **not** taken.

....

....

....

.... [2]

Question			Answer	Marks
3	a		One from • Copyright, Designs and Patents Act 1988 (1) • Trade Marks Act 1994 (1) • Intellectual Property Act 2014 (1)	1
	b	i	Two marks for a suitable response with expansion e.g. • The companies involved must be contacted (1) and permission gained (1) • Fees must be paid (1) for the logos to be used (1)	2
		ii	Two marks for a suitable response with expansion e.g. • The campaign could be prosecuted (1) for using the logos without permission (1) • The campaign could be stopped (1) costing money whilst the logos are removed (1) • Cannot be used (1) if permission if refused (1) • Company could be fined (1) for breaching the law (1)	2