



NCFE Level 1 Technical Award in Interactive Media (603/0851/5)

NCFE Level 2 Technical Award in Interactive Media (603/0852/7)

To be completed by the examiner	
Task	Mark
1	
2	
3	
TOTAL MARK	

Paper number: Past paper

Assessment window: Monday 25 January 2021 – Friday 5 March 2021

Time allowed: 15 hours

Learner instructions

- Complete **all** tasks.
- Read the project brief and each task carefully.
- You **must** hand in all of your work to the invigilator between each external assessment session.
- All of the work you submit **must** be your own.
- All of the work you submit **must** be clearly labelled with:
 - your name
 - your learner number
 - your centre name
 - your centre number
 - the task number.

Learner information

- The marks available for each task are shown in brackets.
- The maximum mark for this paper is 90.
- You can use the internet.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Learner number

Centre number

Learner signature _____

Please turn over for further instructions.

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Past paper

Resources

You must give references in your work for any of the following:

- if you use any information from the internet
- if you use a quote
- if you use any assets (eg images, audio or video) that you have not created.

Electronic Evidence

Put all screenshots (and written responses, where these are provided electronically) in a single electronic document.

Follow the instructions below to label each piece of evidence in each task clearly.

Save the document with the following file name:

- Surname_Initial_learner number
- eg Smith_J_123456789

The best file format to use for this external assessment is PDF. Your invigilator can tell you about other acceptable file formats.

At the end of the external assessment, there is a checklist. This helps you to make sure that you have included all the evidence needed.

Remember to save your work regularly during the external assessment.

Your interactive media product will be submitted electronically and must be in a file format which the examiner can access.

You may submit your responses digitally or in hard copy. If you submit digital work, you must make sure that you have transferred this to appropriate storage media and that the files can be opened.

Do not turn over until the invigilator tells you to do so.

Project Brief

Summer Picture House is an entertainment company that screens films outdoors.

Summer Picture House wants to encourage families to attend their outdoor screenings for summer 2021.

You have been commissioned by Summer Picture House to design and create an interactive media product.

The target audience will be families. Families will use the interactive media product to access information about upcoming events.

Your interactive media product must include the company name, 'Summer Picture House', and as part of the commission, you must choose **one** of the following events to base your ideas on:

- sci-fi afternoons
- animation evenings
- adventure weekends.

Summer Picture House has asked you to produce an interactive media product to promote your chosen event. You must:

- persuade the target audience (families) to visit your chosen event
- use appropriate assets to engage the target audience (eg images, text, video and audio)
- show how your chosen event could look as part of the Summer Picture House 2021 promotion.

You will need to refer to each of these aspects within your interactive media product.

You have a total of 15 hours to complete the brief.

Task 1

[36 marks]

Complete **all** parts of the task.

We recommend you spend **5 hours** on this task.

Summer Picture House wants to make sure that you consider all aspects of the brief.

They would like to see plans of the content and layout of your interactive media product.

1 Your plans **must** include:

- your chosen interactive media product and features
- how the product reflects the target audience
- the layout of your interactive media product
- the navigation structure of your interactive media product
- the sources, processes and techniques that you will use to create the interactive media product.

Evidence	<p>You must provide:</p> <ul style="list-style-type: none">• your plans for the interactive media product. <p>You could use the following formats to provide evidence of your plan:</p> <ul style="list-style-type: none">• digital presentation• written report• technical notes• blog/vlog• annotated diagrams• storyboards• navigation maps/plans• sketches• mind maps• colour combinations• typography options.
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Task 2

[45 marks]

Complete **all** parts of the task.

We recommend you spend **9 hours** on this task.

Summer Picture House wants you to produce your planned interactive media product from **Task 1**.

2 You **must** create your interactive media product.

This might not be a completed version but you **must** give evidence that the product shows sufficient interactivity and functionality.

You **must** include the following when you create your interactive media product:

- experimentation with software solutions
- experimentation with hardware solutions
- creation and preparation of assets
- use of directory/folder structures
- appropriate file types and exporting options.

Evidence	You must provide: <ul style="list-style-type: none">• your interactive media product• your experimentation. You could use the following formats to provide evidence of your experimentation: <ul style="list-style-type: none">• digital presentation• written report• blog/vlog• design notes• technical notes• production journal• video with commentary.
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Task 3

[9 marks]

Complete **all** parts of the task.

We recommend you spend **1 hour** on this task.

You must now evaluate your interactive media product in relation to the brief.

3 Your evaluation **must** include:

- the technical skills you used and choices you made
- the processes that you have used and why you used them
- how you could improve the interactive media product in relation to the brief.

Evidence	You must provide: <ul style="list-style-type: none">• your evaluation. You could use the following formats to provide evidence of your evaluation: <ul style="list-style-type: none">• annotated screenshots• written responses• video with commentary.
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Please turn over for the evidence checklist.

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Evidence Checklist

Task Number	Evidence Type	Please tick (✓) one	
		Handwritten	Electronic
Task 1	Your plan for the interactive media product		
Task 2	Your interactive media product		
	Your experimentation		
Task 3	Your evaluation		

This is the end of the external assessment.

Past paper