

**NCFE Level 1 Technical Award in Interactive Media (603/0851/5)**  
**NCFE Level 2 Technical Award in Interactive Media (603/0852/7)**

**Mark scheme and marking guidelines**

**SAMPLE PAPER**

## **Assessment brief**

You have been asked by a local charity to produce a promotional interactive media product for a fundraising beach event.

The activities taking place on the day will include:

- stand-up paddleboard race
- surfing competition
- sandcastle building competition
- beach volleyball.

You will need to make reference to all these activities within your interactive media product.

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

AO1	Knowledge of processes and creative techniques in interactive media						
Task 1 36 marks 40%	0 NYA	1-4 Basic L1 P	5-11 Inconsistent L1 M	12-19 Satisfactory L1 D	20-26 Good L2 P	27-32 Very good L2 M	33-36 Excellent L2 D
<p>The event organiser would like to see your plan of the content and layout of your interactive media product in order to make sure that you consider all aspects of the brief.</p> <p>To do this you will need to include:</p> <ul style="list-style-type: none"> <li>• sources (eg internet, books, technical manuals, magazines, mobile devices, games consoles)</li> <li>• processes (eg storyboards, mood boards, wireframes, scripts, risk analysis, flow charts)</li> <li>• techniques (eg sound editing, animation, video editing, image manipulation, interactive media authoring software).</li> </ul>		<p>Basic planning of the content and layout of the interactive media product.</p> <p>Basic consideration of some aspects of the brief.</p> <p>Basic application of some sources, processes and techniques.</p>	<p>Inconsistent planning of the content and layout of the interactive media product.</p> <p>Some consideration of most aspects of the brief.</p> <p>Inconsistent application of some sources, processes and techniques.</p>	<p>Satisfactory planning of the content and layout of the interactive media product.</p> <p>Satisfactory consideration of all aspects of the brief.</p> <p>Satisfactory application of most sources, processes and techniques.</p>	<p>Good planning of the content and layout of the interactive media product.</p> <p>Good consideration of all aspects of the brief.</p> <p>Good application of sources, processes and techniques.</p>	<p>Very good planning of the content and layout of the interactive media product.</p> <p>Very good consideration of all aspects of the brief.</p> <p>Very good application of sources, processes and techniques.</p>	<p>Excellent planning of the content and layout of the interactive media product.</p> <p>Excellent consideration of all aspects of the brief.</p> <p>Excellent application of sources, processes and techniques.</p>

AO2	Apply skills and ideas to produce interactive media work						
Task 2 45 marks 50%	0 NYA	1-6 Basic L1 P	7-15 Inconsistent L1 M	16-24 Satisfactory L1 D	25-32 Good L2 P	33-39 Very good L2 M	40-45 Excellent L2 D
<p>The organisers of the event want you to produce an interactive media product which relates to the brief and incorporates your planning work from Task 1.</p> <p>You must make use of:</p> <ul style="list-style-type: none"> <li>• directory/folder structures</li> <li>• appropriate file types and exporting options</li> <li>• hardware solutions and associated features, eg scanners, cameras, computer specification, sound card/video card, graphics tablet etc</li> <li>• software solutions and associated tools, eg image manipulation, sound creation and manipulation, website authoring,</li> </ul>		<p>Creates a basic interactive media product with limited functionality.</p> <p>Basic consideration of relationship with the brief and lacks reference to initial planning.</p> <p>Basic use of folder structures, file types and hardware/software solutions.</p>	<p>Creates an interactive media product with inconsistent functionality.</p> <p>Inconsistent consideration of relationship with the brief and some reference to initial planning.</p> <p>Inconsistent use of folder structures, file types and hardware/software solutions.</p>	<p>Creates an interactive media product with satisfactory functionality, which contains features mostly suited to product.</p> <p>Some consideration of relationship with the brief and satisfactory reference to initial planning.</p> <p>Satisfactory use of folder structures, file types and hardware/</p>	<p>Creates an interactive media product with good functionality, which contains features suited to product.</p> <p>Consideration of relationship with the brief and good reference to initial planning.</p> <p>Good use of folder structures, file types and hardware/software</p>	<p>Creates an interactive media product with very good functionality, which contains features well-suited to product.</p> <p>Consideration of relationship with the brief and very good reference to initial planning.</p> <p>Very good use of folder structures, file types and hardware/software</p>	<p>Creates an interactive media product with excellent functionality, which contains features precisely suited to product.</p> <p>Consideration of relationship with the brief and excellent reference to initial planning.</p> <p>Excellent use of folder structures, file types and hardware/software solutions.</p>

AO2	Apply skills and ideas to produce interactive media work						
multimedia authoring, video editing, animation software etc.				software solutions.	solutions.	solutions.	

AO3		Evaluation and analysis of the use of interactive media					
Task 3 9 marks 10%	0 NYA	1 Basic L1 P	2 Inconsistent L1 M	3 Satisfactory L1 D	4-5 Good L2 P	6-7 Very good L2 M	8-9 Excellent L2 D
<p>You must now suggest ways to improve your interactive media product in relation to the brief, justifying your suggestions.</p> <p>You must refer to:</p> <ul style="list-style-type: none"> <li>• technical skills</li> <li>• processes (such as hardware and software)</li> <li>• assets (how they were sourced and created and their appropriateness to the product, audience and client).</li> </ul>		Suggests basic ways to improve the interactive media product, lacking justification of suggestions.	Suggests inconsistent ways to improve the interactive media product, with limited justification of suggestions.	Suggests satisfactory ways to improve the interactive media product, in relation to the brief, with satisfactory justification of suggestions.	Suggests considered ways to improve the interactive media product, in relation to the brief, with good justification of suggestions.	Suggests thoughtful ways to improve the interactive media product, in relation to the brief, with very good justification of suggestions.	Suggests thoughtful and imaginative ways to improve the interactive media product, in relation to the brief, with excellent justification of suggestions.