



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: P001386

Assessment window: Monday 10 January 2022 – Friday 18 February 2022

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

Please turn over for further instructions.

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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

Emerging Talented Creatives (ETC)

ETC is an international company which aims to inform and inspire young people to work in the creative media industries around the world.

ETC is launching a new range of interactive products for young people to access information about the creative media industries. These products will provide young people with information about the employment opportunities, skills and qualifications they may need to progress in their chosen career.

ETC wants to target young people aged 11 to 16 to use their products.

You have been commissioned by ETC to **design** and **produce** a new interactive media product.

ETC has asked that your product must:

- be visually engaging to persuade the target audience to use the product
- represent **one** sector of the creative media industries (eg web design, games development, animation, television, mobile app design)
- include appropriate content about careers in your chosen sector of the creative media industries (eg qualifications required, training needed, job roles, types of contract, salaries and location).

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

You must also submit your **actual interactive media product** to show how your ideas will work in practice.

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.

ETC wants to make sure that you consider all requirements of the brief.

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

1 Your proposal **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 | You must provide: <ul style="list-style-type: none">• your proposal for the interactive media product. You could use the following formats to give evidence of your proposal: <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.

ETC wants you to produce your proposed 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 evidence of 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.

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

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 the 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.

| | |
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| 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. |
|-----------------|--|

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 proposal for the interactive media product | | |
| Task 2 | Your interactive media product | | |
| | Evidence of your experimentation | | |
| Task 3 | Your evaluation | | |

This is the end of the external assessment.

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