

External Assessment Practice Paper 1

NCFE Level 2 Certificate in Creative
Studies: Interactive Media
(600/6906/5)

This is NOT a live paper

Time allowed: 30 hours

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30 hours

There are 20 hours of preparation time. You'll work on Tasks 1, 2, 3, 4 and 5 during this time.

There are 10 hours of timed external assessment. You'll work on Tasks 6 and 7 during this time.

PRACTICE

General instructions for candidates

- **You MUST attempt all of the tasks to address all assessment criteria fully. You cannot achieve a Pass grade unless you meet the required standard in all the tasks.**
- **Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included at the back of this external assessment paper. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks.**
- Read the tasks carefully and make sure that you understand:
 - what you need to do to complete the assessment
 - what you need to submit
 - how much time you need to allow for each task.
- Talk to your Teacher about anything you are unsure of during the preparation period
- All of the work you submit must be your own.
- Make sure that all of your work (including preparation work and timed external assessment work) is clearly identified with your name, your centre number, your candidate number and relevant task numbers.
- The Invigilator will explain where you will save your work between each external assessment session.
- Record all your responses, ideas, thoughts and developments in a suitable format, eg in a portfolio, drawing book, sketchbook, notebook or in a digital form.
- Try out, test and record your ideas; don't rely on your first idea only, continually review your progress and re-evaluate your ideas
- You can use your school's intranet and the internet for the preparation tasks to support your research and inform your final piece of work; however you cannot copy directly from the internet. Any information used from the internet must be acknowledged in your work.
- You can use the school's intranet for the timed external assessment tasks for the purpose of developing and hosting your final product. The internet can also be used to test and launch the final product (if applicable).
- You must ensure that your final interactive product works when it's submitted to the external Examiner, for example, if you decide to create a website, any links between pages, images, media files etc must work externally.
- If you're using an external storage device to save your work, you should check that your work can be opened once you've transferred onto it

- Once you've completed your external assessment you must sign the candidate declaration on your Candidate Front Sheet, to declare that the work produced is your own, and submit it with your work.
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PRACTICE

External assessment

You **MUST** attempt all Tasks in this external assessment.

Publicise a new health and fitness club

This activity is about planning, producing and reviewing an interactive media product. You're required to understand and interpret a design brief and in doing so, you'll consider different techniques and processes and show how your findings inform your ideas.

Brief

Your local community centre has been awarded funding to promote health and fitness in the area and wants to launch a new weekend club called 'Healthy Futures'

You have been asked to create an interactive product to promote and publicise the club. Your interactive media product may focus on any relevant aspect of health and fitness, for example, dance, running, weight training, boxing, aerobics or nutrition etc.

There is a wide range of people (from children to older people) that uses the community centre therefore you must ensure you consider your target audience when designing your product.

It's essential that your interactive product allows the user to fully interact with it, for example, make decisions and choices about where/how to navigate through it.

Your product could be, for example:

- a website
- an interactive presentation
- an interactive animation
- a computer game.

It is important that you do not spend too much time on the content of the media product as this will not be assessed. Although content must be relevant you will be assessed on how you plan, produce and review the finalised interactive media product.

These are the tasks you need to do in your preparation time:

Task 1

*You must ensure your work in Task 1 addresses assessment criterion: 1.1.
You can refer to the assessment criteria within the grading descriptors at the end of this document.*

This task is about developing ideas and creating a production plan.

Decide which aspect of health and fitness you want your interactive product to focus on.

Explore ideas for an interactive product that reflects the brief and the aspect of your club, remember to consider your target audience.

Produce a plan to show the stages you'll need to go through to produce your final interactive product. Your plan must also identify all resources, techniques and processes needed.

It's recommended that you spend around 5 hours on this Task.

Task 2

*You must ensure your work in Task 2 addresses assessment criterion: 1.2.
You can refer to the assessment criteria within the grading descriptors at the end of this document.*

This task will use your ideas developed in Task 1 to inform a final idea for an interactive media product.

Specify which ideas you have chosen and why.

Create a navigational diagram to show the overall structure of your product. Provide as much detail as you can.

Create page layout designs for each of the sections in your interactive product. These could include sketches, drawings, diagrams and paintings. Provide as much detail as you can.

It's recommended that you spend around 5 hours on this Task.

Task 3

You must ensure your work in Task 3 addresses the first part of assessment criterion: 1.3. You can refer to the assessment criteria within the grading descriptors at the end of this document.

Research a range of resources that you could use in your interactive product. Your research should include both primary and secondary sources to help you develop images, graphics, audio or video clips that you could use in your interactive product.

Experiment with and prepare the assets that you'll use in your final interactive media product.

Record how you have stored the assets correctly as you will use these to create your product in the timed assessment.

Record clearly the development process you've gone through to prepare the assets for your interactive media product, demonstrating the effective use of software.

It's recommended that you spend around 8 hours on this Task.

Task 4

You must ensure your work in Task 4 addresses the first part of assessment criterion: 1.4. You can refer to the assessment criteria within the grading descriptors at the end of this document.

Carry out a review of the processes you've gone through so far. (This review will be continued in Task 7).

Your review should include:

- planning and development of ideas
- creation and development of assets
- strengths and weaknesses of your planning process.

Save a copy of your review so that you can complete it in Task 7.

It's recommended that you spend around 1 hour on this Task.

Task 5

You must ensure your work in Task 5 addresses assessment criterion: 1.5. You can refer to the assessment criteria within the grading descriptors at the end of this document.

Identify a range of possible platforms for your interactive media product and describe how your interactive media product could be cross-platformed.

Think about the possibilities and limitations of your chosen media product platform.

It's recommended that you spend around 1 hour on this Task.

These are the tasks you need to do in your timed external assessment:

Task 6

You must ensure your work in Task 6 addresses the second part of assessment criterion: 1.3. You can refer to the assessment criteria within the grading descriptors at the end of this document.

Create your interactive media product using the ideas, designs and assets that you've developed in the preparation tasks.

Record the process of development you go through as you create your interactive media product.

Complete the production of your interactive media product. It's essential that your product is finalised in an appropriate format which can be accessed externally.

It's recommended that you spend around 9 hours on this Task.

Task 7

You must ensure your work in Task 7 addresses the second part of assessment criterion: 1.4. You can refer to the assessment criteria within the grading descriptors at the end of this document.

Continue your review started in Task 4. You could add, for example, comments on:

- choice of software
- strengths and weaknesses of your product
- how successful you think your interactive product is in meeting the design brief
- potential changes that you would make to improve your work.

It's recommended that you spend around 1 hour on this Task.

What you need to hand in after your external assessment

At the end of the timed external assessment you'll hand in:

Preparation work – Tasks 1, 2, 3, 4 and 5

- your plans and ideas as detailed in Task 1
- details of your selected idea for production, for example, drawings, navigation diagrams, page layout designs etc, as detailed in Task 2
- a record of how you've developed your assets. This may include, for example, screen shots, versions showing the development of files, digital capturing of the development process etc, as detailed in Task 3
- your review as detailed in Task 4
- your outline and your written description as detailed in Task 5.

Timed external assessment work – Tasks 6 and 7

- your final piece of work – your interactive media product as detailed in Task 6
- your completed review as detailed in Task 7.

All work that you submit electronically must be in a suitable file format, **which can be accessed by the Examiner.**

All the work you submit for the external assessment must be clearly identified with your name, your centre number, your candidate number and the task number to ensure the Examiner is able to grade it.

Make sure you've included and signed the candidate declaration on the Candidate Front Sheet.

Grading descriptors

The grading descriptors are detailed below. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks

Assessment criteria	Pass	Merit	Distinction
1.1 Plan and prepare for production of final work	<p>Candidates will develop ideas in response to the brief, selecting from a range of resources, media techniques and processes</p> <p>Candidates produce a structured plan for the production of their final work</p>	<p>Candidates demonstrate critical understanding in their planning for the production of the final work, which can accommodate potential variations or interruptions</p>	<p>Candidates imaginatively explore the requirements of the brief, and produce a comprehensive plan, justifying selections made and their creative intentions within the constraints of the available resources</p>
1.2 Use ideas developed to inform production of final work	<p>Candidates record the development and application of ideas informing the production of the final work</p>	<p>Ideas are characterised by critical understanding which informs the production of the final work</p>	<p>The application of developed ideas shows originality and fluency in the production of final work and values experimentation</p>
1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product	<p>Candidates demonstrate the use of software and processes appropriate for their purpose in preparing assets and realising their creative intentions in the presentation of the final interactive product</p>	<p>Candidates demonstrate critical understanding in the selection and use of a range of appropriate software and processes to produce and present the final interactive product</p>	<p>Candidates will show fluency and originality in their choice and use of software and processes that are effective in the preparation of assets and the presentation of their final interactive product</p>

Grading descriptors (cont'd)

Assessment criteria	Pass	Merit	Distinction
1.4 Assess the whole development process	Candidates assess the development process, reviewing their progress, and re-evaluating their ideas and choice of materials, software and processes	Candidates produce a detailed evaluation of the development process reflecting on the success or otherwise of the overall task	Candidates produce an informed and perceptive critical judgement of the whole development process identifying strengths and weaknesses and suggesting potential improvements
1.5 Describe how the media product could be cross-platformed	Candidates describe how the media product could be cross-platformed	Candidates demonstrate critical understanding of a range of platforms and describe a generic cross-platform process to transfer their product	Candidates demonstrate critical judgement of the issues underpinning cross-platform transfer and the potential and limitations that exist with particular applications

This is the end of the assessment.

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