

External Assessment Practice Paper 2

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

Plan and produce a creative interactive
media product

This is NOT a live paper

Time allowed

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

Guidance for candidates

- 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.
- The Invigilator will explain where you will save your work between each external assessment session.

Instructions for candidates

- Complete your personal details on your Front Cover Sheet.
- 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 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.
- All of the work you submit must be your own.
- 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.
- At the end of the assessment hand all documents over to your Invigilator and/or ensure that any electronic work is saved in the relevant place.
- 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.

Resources

- In the timed assessment you may use all of the material you have produced during the preparation time.
- You can use any specialist equipment needed to produce your interactive media product.
- 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).

External assessment

Promoting healthy eating and drinking

Brief

As part of a drive to encourage healthier lifestyles a national supermarket chain is running a competition in schools and colleges. They want to find the most visually exciting interactive media product to promote healthy eating and drinking among young people. The first prize is £10,000, so you are very keen to create the most appealing product you can, one which will really catch the judges' eye.

To enter the competition you need to create an interactive media product to promote healthy changes to the way young people live by eating better and cutting down on bad habits.

Your interactive media product may be, for example:

- a website
- an interactive presentation
- an interactive animation
- a computer game
- a mobile application (app)

Your product must allow the user to fully interact with it. It must have at least 3 different pages/screens/levels etc so that the user can make decisions about how to navigate through it.

You cannot, for example, have an animation with just a control panel (play/pause/repeat etc).

It is important that you do not spend too much time on the content of the media product as this will not be assessed. You may use Lorem Ipsum (dummy text) for text content apart from main headings for pages/screens/levels, sub-headings, instructions, image captions etc.

Although content must be relevant you will be assessed on how you plan, produce and review the finalised interactive media product. It is important that your product design is visually appealing as well as fully functional.

You must provide evidence that you have responded to every Task. Your evidence must be clearly labelled to show which Task it covers.

The evidence you submit may be in any appropriate form, for example:

- annotated screen shots
- notes
- annotated drawings
- layout designs
- scamps
- annotated diagrams
- tables, charts
- photographs
- graphic images
- colour experiments
- video diaries
- blogs

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 find this on page 13.*

- a)** Explore alternative ideas for your interactive product that reflect the brief. You need to identify:
- which aspects of healthy eating/drinking you'd like to promote and what you want to convey
 - at least 2 visual design ideas for a digital user interface
 - resources you could use (for example, hardware, software, content, assets, etc)
 - media techniques and processes (for example, interface design, graphics, visual development, authoring, sourcing and preparing assets, etc).
- b)** Providing as much detail as you can, create a production plan. It must include:
- all resources, media techniques and processes you have chosen to use
 - plans for at least 3 pages/screens/levels
 - the stages you will need to go through to create your final interactive product
 - the time you will spend on each stage of production

You may also want to:

- produce additional plans and design ideas
- state why you've chosen to develop some ideas and not others
- consider potential problems you may encounter
- state how you intend to comply with health and safety requirements.

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 find this on page 13.*

Using your ideas from Task 1, select the ones you want to develop further.

- a)** Create digital user interface designs for each of the pages/screens/levels etc for your interactive product. Provide as much detail as you can.
- b)** Create a diagram to show the full interactive structure of your product. Provide as much detail as you can, showing the choices open to the user as they navigate through your product

You may also want to:

- experiment with alternative designs, processes and techniques
- explore alternative ways in which a user can interact with your product
- explain why you've chosen to develop some ideas and not others

Your evidence for this Task must include:

- visual designs
- diagram showing the interactive structure

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

Task 3

*You must ensure your work in Task 3 addresses assessment criterion: 1.3.
You can find this on page 13.*

Prepare the assets that you'll use in your final interactive media product.

These may include, for example:

- photographic images
- graphic images
- logo
- sound effects
- text blocks/typography
- video or audio clips
- animations

You **do not need** to create assets of your own. You may source them from elsewhere.

You **must** keep evidence of the development process you go through to prepare the assets correctly for your interactive media product.

You **must** clearly show that you've used software effectively to prepare assets.

You **must** store your assets correctly as you will use these to create your product in Task 6.

You may also want to:

- justify your choice of assets and software
- explain how your assets have been correctly prepared

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

Task 4

You must ensure your work in Task 4 addresses assessment criterion: 1.4. You can find this on page 14.

Carry out a review of the development processes you have gone through so far. You must save a copy of your review so that you can complete it later in Task 7.

Your review should include the strengths and weaknesses of your:

- planning and development of design ideas
- visual appeal in response to the Brief
- preparation of assets
- choice of materials, software and processes.

You may also want to provide a more detailed evaluation by explaining how you could have made improvements.
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 find this on page 14.

- a) Identify a range of possible platforms on which your own interactive media product could be viewed.
- b) Describe how your own interactive media product could be adapted to be used across different platforms.

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 find this on page 14.

- a) Create your interactive media product using the ideas, designs and assets that you have developed in the preparation tasks.
- b) Record the process of development showing how you have used software and processes effectively in creating your interactive media product.

You must thoroughly test the functionality of your final interactive media product.

It is 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 find this on page 14.

Continue and complete the review you started in Task 4, so that it includes the production of the final interactive media product. Your review might include, for example:

- visual appeal of your final product
- interactive functionality
- meeting the requirements of the brief
- potential improvements.

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

What you need to hand in after your external assessment

This checklist shows you what you need to submit for your assessment:

Evidence	Put a tick in the box below if you have created this and handed it in
Responses to Task 1	
Responses to Task 2	
Responses to Task 3	
Responses to Task 4	
Responses to Task 5	
Responses to Task 6	
Responses to Task 7	

You may submit your responses to the Tasks digitally or in hard copy.

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	Candidates will develop ideas in response to the brief, selecting from a range of resources, media techniques and processes Candidates produce a structured plan for the production of their final work	Candidates demonstrate critical understanding in their planning for the production of the final work, which can accommodate potential variations or interruptions	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
1.2 Use ideas developed to inform production of final work	Candidates record the development and application of ideas informing the production of the final work	Ideas are characterised by critical understanding which informs the production of the final work	The application of developed ideas shows originality and fluency in the production of final work and values experimentation
1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product	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	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	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

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.