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External Assessment

NCFE Level 2 Certificate in Creative Studies: Interactive Media

(600/6906/5)

Plan and produce a creative interactive media product

Paper number: P000274

Assessment window:

1 September 2015 – 20 November 2015

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Time allowed

<u>**30 hours**</u>

The External Assessment is in 2 parts; A and B.

Part A - 20 hours
- You'll work on tasks 1, 2, 3, 4 and 5 during this time.
- We advise that the following time is spent on each task, *however this is only a guide and these timings are flexible within the available 20 hours*:

Task 1	5 hours
Task 2	5 hours
Task 3	8 hours
Task 4	1 hour
Task 5	1 hour

Part B - 10 hours
- You'll work on task 6 and 7 during this time.
- We advise that the following time is spent on each task, *however this is only a guide and these timings are flexible within the available 10 hours*:

| Task 6 | 9 hours |
| Task 7 | 1 hour |

Instructions for learners

- Read the paper carefully and make sure you understand all of the instructions before you start work.
- 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.
- You can use the work developed during part A when producing your final outcome for part B.
- Make sure all the equipment and materials that you might need are available before you start any tasks.
- You might like to use the checklist at the end of this document to check all your work has been completed.
- All the work you submit for the external assessment must be clearly identified with your name, your centre number, your learner number and the task number so that the Examiner is able to grade it.
- All of the work you submit must be your own.

Guidance for learners

- Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included along with the tasks in 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.

Resources

- You may use all of the material given within the external assessment paper.
- You may use any specialist equipment to produce your work.
- In the timed assessment you may use all of the material you have produced during the preparation time.
- You can use your school's intranet and the internet in this assessment. Any information used from the internet must be acknowledged in your work.
- You may not use personal mobile phones or other personal portable devices. If you produce a mobile application, any testing must only be done on a centre's device.
- You may require the following resources when working through the tasks:
  - **Task 1** – Paper, Sketch Pads, Graphics Tablets, Drawing Tools, Painting Tools, Access to a PC, Access to the Internet
  - **Task 2** – Paper, Sketch Pads, Drawing Tools, Access to a PC, Access to Word Processing Software, Graph Paper
  - **Task 3** – Graphics Tablets, Drawing Tools, Painting Tools, Access to a PC, Access to Image Editing Software, Access to Authoring Software
  - **Task 4** – Paper, Pens, Access to a PC, Access to Word Processing Software
  - **Task 5** - Paper, Pens, Access to a PC, Access to Word Processing Software
  - **Task 6** - Graphics Tablets, Drawing Tools, Painting Tools, Access to a PC, Access to Image Editing Software, Access to Authoring Software
  - **Task 7** - Paper, Pens, Access to a PC and Word Processing Software

External assessment

Brief

GoTravel

GoTravel is a company that promotes travel to exciting destinations across the world.

They currently offer the following categories:
- Exotic Explorers
- Luxury Locations
- European City Breaks
- Extreme Sports
- Student Travellers

Go Travel would like you to design and create an interactive media product to promote one or more of the above categories.

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 can't, for example, have an animation with just a control panel (play/pause/repeat etc).

You may use Lorem Ipsum (dummy text) to represent text content. All other text should be created by you

It's 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. It's important that your product is well designed, visually appealing and fully functional.

These are the tasks you need to do in part A:

Make sure that you label each task clearly.

Task 1

You must ensure your work in Task 1 addresses assessment criteria: 1.1. You can refer to the assessment criteria below the task.

a) Explore different ideas for your interactive product. You need to identify:
- which category or categories you'd like to promote and what you want to communicate.
- types of interactive media product you could create.
- resources you could use (for example, hardware, software, content, assets, etc).
- media techniques and processes you could use (for example interface design, graphics, interactive elements, 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.
- at least 2 visual design ideas for a digital user interface.
- plans for at least 3 pages/screens/levels.
- the stages of production required to create your interactive product.
- the time you will spend on each stage of production.

You should also:
- produce additional plans and design ideas.
- state why you've chosen to develop some ideas and not others.
- consider potential problems you may encounter.

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

Assessment criteria	Pass	Merit	Distinction
1.1 Plan and prepare for production of final work	Learners will develop ideas in response to the brief, selecting from a range of resources, media techniques and processes Learners produce a structured plan for the production of their final work	Learners demonstrate critical understanding in their planning for the production of the final work, which can accommodate potential variations or interruptions	Learners 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

Task 2

You must ensure your work in Task 2 addresses assessment criteria: 1.2. You can refer to the assessment criteria below the task.

From Task 1, select the ideas you want to develop further.

a) Create digital user interface designs for each of the pages/screens/levels of your interactive product. Provide as much detail as you can to show how you designed and developed them.

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 (for example next, back, main menu, links to specific images or items within the product, or on the product pages etc).

You should also:
• 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

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

Assessment criteria	Pass	Merit	Distinction
1.2 Use ideas developed to inform production of final work	Learners 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

Task 3

You must ensure your work in Task 3 addresses the relevant points of assessment criteria: 1.3. You can refer to the assessment criteria below the task.

a) Prepare the assets that you'll use in your final interactive media product.
These may include:
- 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, however you must show how you have prepared and saved this in the correct file formats. You **must** clearly show that you've used software effectively to prepare assets.

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

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

Assessment criteria	Pass	Merit	Distinction
1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product	Learners 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	Learners demonstrate critical understanding in the selection and use of a range of appropriate software and processes to produce and present the final interactive product	Learners 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

Task 4

You must ensure your work in Task 4 addresses the relevant points of assessment criteria:
1.4. You can refer to the assessment criteria below the task.

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.

Assessment criteria	Pass	Merit	Distinction
1.4 Assess the whole development process	Learners assess the development process, reviewing their progress, and re-evaluating their ideas and choice of materials, software and processes	Learners produce a detailed evaluation of the development process reflecting on the success or otherwise of the overall task	Learners produce an informed and perceptive critical judgement of the whole development process identifying strengths and weaknesses and suggesting potential improvements

Task 5

You must ensure your work in Task 5 addresses assessment criteria: 1.5. You can refer to the assessment criteria below the task.

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.

Assessment criteria	Pass	Merit	Distinction
1.5 Describe how the media product could be cross-platformed	Learners describe how the media product could be cross-platformed	Learners demonstrate critical understanding of a range of platforms and describe a generic cross-platform process to transfer their product	Learners demonstrate critical judgement of the issues underpinning cross-platform transfer and the potential and limitations that exist with particular applications

These are the tasks you need to do in part B:

These tasks must be done under invigilated conditions. You may use your work from part A when completing these tasks.

Make sure that you separate and label each task clearly.

Task 6

You must ensure your work in Task 6 addresses the second part of assessment criteria: 1.3. You can refer to the assessment criteria below the task.

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.

Assessment criteria	Pass	Merit	Distinction
1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product	Learners 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	Learners demonstrate critical understanding in the selection and use of a range of appropriate software and processes to produce and present the final interactive product	Learners 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

Task 7

You must ensure your work in Task 7 addresses the second part of assessment criteria: 1.4. You can refer to the assessment criteria below the task.

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.

Assessment criteria	Pass	Merit	Distinction
1.4 Assess the whole development process	Learners assess the development process, reviewing their progress, and re-evaluating their ideas and choice of materials, software and processes	Learners produce a detailed evaluation of the development process reflecting on the success or otherwise of the overall task	Learners produce an informed and perceptive critical judgement of the whole development process identifying strengths and weaknesses and suggesting potential improvements

What you need to hand in after your external assessment

At the end of the external assessment you'll hand in the following work to your Invigilator:

External Assessment Checklist		
		Tick
Task 1	• developed ideas (mind maps, notes, sketches). • all plans and preparation documents.	
Task 2	• visual designs (paper based and digital were applicable). • diagram showing the interactive structure.	
Task 3	• evidence of sourcing assets. • evidence of using software to create / edit assets (annotated screenshots). • evidence of storing assets correctly.	
Task 4	• a mid review of the project.	
Task 5	• a description of how your own interactive media product could be adapted to be used across different platforms.	
Task 6	• evidence of sourcing assets. • evidence of using software to create / edit assets (annotated screenshots). • evidence of storing assets correctly.	
Task 7	• a review of the finished project.	

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

Make sure you've included and signed the learner declaration on your Learner Front Sheet.

You **must** make sure that the tasks are clearly separated and that each individual task is correctly numbered.

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

You may submit your responses digitally or in hard copy. If you submit digital work you must ensure it has been transferred appropriately to the storage media and the files can be opened.

This is the end of the assessment