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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: Sample Paper

Assessment window: 06 February - 28 April 2017

Complete your details below:

Centre name		Centre number	
Learner name		Learner number	
Learner declaration: I confirm that the work contained in this External Assessment is all my own work. I have not copied work from anyone else. I have not copied work directly from handouts/internet/textbooks or any other publication. If I have used a quote, then I have referenced this appropriately. My full name above is my registered name with NCFE.			
Learner signature:		**Date:**	

Time allowed - 30 hours

The External Assessment is in two parts: **Part A** and **Part B.**

Part A - 20 hours
- You'll work on Tasks 1, 2, 3, and 4 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	2 hours

Part B - 10 hours
- You'll work on Task 5 and 6 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 5	1 hour
Task 6	9 hours

Instructions continue on the next page, please turn over.

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Instructions for learners

- Read each Task carefully and check:
  - what you need to do to complete the assessment
  - what evidence you need to submit
  - how much time you need to allow for each Task.
- 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 use the assessment criteria and grading descriptors for this External Assessment, 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.
- All the work you submit for the External Assessment **must** be:
  - your own work
  - clearly identified with your name, your centre name and number, your learner number and the Task number so that the Examiner is able to grade it
- All work for this External Assessment **must** be completed at your centre within the supervised and invigilated timed sessions.
- All of your work **must** be handed in to your supervisor or invigilator between each timed session.
- You **must** use the checklist at the end of this document to check all your work has been completed.

Resources

- You may use any specialist equipment required.
- In **Part B** you may use all of the material you have produced during **Part A.**
- You **can** use the internet in this assessment. Any information used from the internet **must** be acknowledged in your work.

DO NOT TURN OVER UNTIL YOU ARE INSTRUCTED TO DO SO BY THE SUPERVISOR OR INVIGILATOR.

External Assessment Brief

Progress to Success

You have been approached by a local college who want to promote the programmes, facilities and services they offer to young people as part of their recruitment programme.

They require an interactive media product and have given you a theme called **Progress to Success**. It will be aimed at 14-18 year olds.

Your interactive media product will be used for the following platforms:

- the college website
- a mobile application (app)
- a digital information kiosk

You **must** choose at least one of these platforms for your final product.
You **must** also explain how your product could be used across all three platforms.

Categories should be exciting yet informative, for example, you could include:

- Qualifications (A Levels, Vocational, Short Courses, Degrees etc.)
- Meet our staff
- Student success stories
- Resources

Your product **must** allow the user to **fully interact** with it. It **must** have at least 3 different pages/screens/levels 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.).

It's 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) to represent text content. All other text should be created by you.

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 and fully functional.

Part A

These Tasks **must** be done under **supervised conditions.**

Make sure that you **separate** and **label each Task clearly.**

These are the Tasks you need to do in **Part A:**

Task 1

*Your work in Task 1 **must** address assessment criterion 1.1 which is given at the end of this Task.*

Complete both parts a and part b.

    a) Develop different ideas for your **interactive product**. You need to identify:

- types of interactive product you could create
- the categories that your interactive product will have
- 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.
- the reasons why you've chosen to develop some ideas and not others.

    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 different 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
- your consideration of any problems you may encounter.

Your evidence for Task 1 could be annotated sketches, plans, tables, spreadsheets etc.

If this evidence is electronic it **must** be printed out and securely attached to this External Assessment paper.

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

*Your work in Task 2 **must** address assessment criterion 1.2 which is given at the end of this Task.*

In this Task you will take the work you did in Task 1 and select the ideas you want to develop further. You will then continue to plan how to create your interactive media product.

Complete both parts a and part b.

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. Experiment with alternative designs, processes, techniques and alternative ways in which a user can interact with your product.
Remember, the brief states that you must create at least three different pages/screens/levels.

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.).

Your evidence for Task 2 could be annotated sketches, schematics, flow charts, annotated screenshots etc. If this evidence is electronic it **must** be printed out and securely attached to this External Assessment paper.

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 criterion 1.3 which is given at the end of the Task.*

Complete both parts a and part b.

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

    These may include:
- photographic images
- graphic images
- sound effects
- text blocks/typography
- video clips
- 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 them in the correct file formats**.

    You **must** clearly show that you've used software effectively to prepare assets (e.g. annotated screenshots).

    b) Store your assets correctly as you will use these to create your interactive product in Task 6.

Your evidence for Task 3 could be technical notes, annotated screenshots, blog entries etc. Any electronic evidence **must** be saved in an **acceptable file format** which can be accessed by the Examiner.

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 criterion: 1.5 which is given at the end of the Task*

Describe how your own interactive media product could be adapted (saved/exported/published) to be used across the **three** different platforms identified in the Brief on page 4.

Your evidence for Task 4 could be written statements, annotated screenshots, and blog entries etc.

If this evidence is electronic it **must** be printed out and securely attached to this External Assessment paper.

It's recommended that you spend around **2 hours** 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

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.**

These are the Tasks you need to do in **Part B:**

Task 5

*You **must** ensure your work in Task 5 addresses the relevant points of assessment criterion: 1.4 which is given at the end of the Task.*

Carry out a review of the development processes you have gone through so far.

Your review should include the strengths and weaknesses of:
- your planning for your interactive product (Task 1)
- your development of design ideas (Task 2)
- your preparation of assets (Task 3)
- your choice of materials, software and processes that you will use to create the product
- any changes you need to make to your initial ideas based on the development process so far (eg time required, assets needed, use of software, time needed for testing and completing the product).

You may also want to provide a more detailed evaluation by explaining why your choices of materials, software and processes are successful and how you could make improvements.

Your evidence for Task 5 could be written statements, blog entries, a presentation etc.

If this evidence is electronic it **must** be printed out and securely attached to this External Assessment paper.

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 6

*You **must** ensure your work in Task 6 addresses the second part of assessment criterion 1.3 which is given at the end of the Task.*

Complete both parts a and part b.

> **a)** Create your interactive media product using the ideas, designs and assets that you have developed in the preparation Tasks.
>
> As you do so, you **must** record the process of development showing how you have used software and processes effectively in creating your interactive media product (e.g. annotated screenshots).
>
> **b)** Show how you have tested the functionality of your final interactive media product. It is essential that your product is finalised in an appropriate format which can be accessed and viewed externally.

Your evidence for Task 6 could be technical notes, annotated screenshots, blog entries etc.

Your final Interactive Media product **must** be saved in an **acceptable file format** which can be opened on your selected platform, and which can then be accessed by the Examiner.

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

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	a)	Evidence of explored and developed ideas	
	b)	Your production plan	
Task 2	a)	Evidence of visual interface designs	
	b)	Your diagram showing the interactive structure	
Task 3	a)	Evidence of using software to prepare assets	
	b)	Evidence of storing assets correctly	
Task 4		Evidence of how your own interactive media product could be adapted to be used across **three** different platforms	
Task 5		Your review of the development process	
Task 6	a)	Your final interactive media product, in an acceptable file format	
		Evidence of using software to create your interactive media product	
	b)	Evidence of testing your product	

All the work you submit for the External Assessment **must** be clearly identified with your:
- full name
- centre name
- centre number
- learner number
- Task number so that the Examiner is able to grade it.

Make sure that you've signed the learner declaration on the front page of this External Assessment paper.

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

All electronic evidence (apart from Task 3 and your final Interactive Media product) must be printed out and securely attached to this External Assessment paper.

Your evidence for Task 3 and your final Interactive Media product **must** be saved in an acceptable file format which can be accessed by the Examiner. This should be the only evidence submitted electronically.

This is the end of the External Assessment.