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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

Assessment window: Sample Paper (This is not a live paper)

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: Sample   **Date: Sample**

Time allowed – **30 hours**

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

Part A – supervised conditions – 20 hours

- You will 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 – invigilated conditions – 10 hours
- You will work on Tasks 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	2 hours
Task 6	8 hours

Instructions continued over the page, please turn over.

Examiner use only

AC	Grade
1.1	
1.2	
1.3	
1.4	
1.5	

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Instructions for Learners

- Read each **Task** carefully and check:
  - what you need to do to complete the assessment
  - how much time you need to allow for each Task
  - what evidence you need to submit.
- You **MUST** attempt **all** of the Tasks to address all assessment criteria. You cannot achieve a Pass grade unless you meet the required standard in all the Tasks.
- All the work you submit for the External Assessment **must** be clearly identified with:
  - your name and learner number
  - centre name and centre number
  - Task number.
- Make sure that you separate all Tasks 1, 2, 3, 4, 5 and 6 and label each Task clearly.
- All work for this External Assessment **must** be completed 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.
- You **can** use the internet in this assessment. Any information used from the internet **must** be acknowledged in your work.

Evidence

- If your evidence is digital and requires it to be submitted electronically, it **must**:
  - be saved in an acceptable file format.
- All other electronic evidence **must:**
  - be printed out and securely attached to the external assessment paper.

Evidence types

- Your evidence for **Tasks 1–6** may include, for example:
  - annotated sketches
  - plans
  - tables
  - spreadsheets
  - schematics
  - flow charts
  - annotated screen shots
  - technical notes
  - blog entries
  - written statements
  - presentation.

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

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Design Brief

iFlicks

You have been commissioned to design and create an interactive product that can be accessed on one of the following platforms:

- a personal computer
- a mobile
- a tablet device.

Your product will promote a new online film website called **iFlicks.** Users will use their product to view trailers, share comments with other users and rate their favourite films within a chosen genre.

Your product design **must** include the company name '**iFlicks**' and as part of the commission you **must** also choose a film genre (eg comedy, sci-fi, documentary, horror, etc) to base your ideas on. Your target audience is young people aged 14–16.

All sections of your product should be exciting yet informative. Remember, the purpose of the product is to clearly engage customers to share views and revisit!

For example, you could include:

- film trailers
- ratings
- user forum
- details of movies (release dates, actors, synopsis)
- favourites.

These are the constraints you must work within:

- your product must allow the user to **fully interact** with it
- your product must have at **least 3** different pages/screens/levels.
- you may use Lorem Ipsum (dummy text) to represent text content. All other text **must** 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 final interactive media product. It's important that your product is well designed, visually appealing and fully functional.

Using **this brief** you are required to complete Tasks 1 - 6.

Task 1

It is recommended that you spend around **5 hours** on this Task.

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

a) Explore a range of different **ideas** for your interactive product. You **must** identify

- your chosen film genre
- type of product you could create
- resources you could use
- media techniques and processes you could use.

You may use existing examples as inspiration. However, all of the ideas that you submit for this Task **must** be your own.

b) Using as much detail as possible create a **production plan**. It **must** include:

- all resources you have selected and why
- all media techniques and processes you have selected and why
- 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
- any problems you might come across and how you will overcome these.

Assessment criterion	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

It is recommended that you spend around **5 hours** on this Task.

*You **must** use your work from Task 1 to complete Task 2.*

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

a) Create digital user interface designs for at **least 3** pages/screens/levels of your interactive product.

With your designs you **must:**

- provide as much detail as you can to show how you developed each design
- experiment with alternative designs, processes and techniques.

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.

Assessment criterion	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

It is recommended that you spend around **8 hours** on this Task.

*You **must** continue to use your work from Task 1 to complete both **a)** and **b)**.*

You must ensure your work in Task 3 addresses assessment criterion: 1.3. You can refer to the assessment criterion below the Task.

a) Using your ideas from Task 2, prepare the assets that you will 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 them.

b) Explain how you have used software and processes in the preparation of assets for your final product.

Remember to store your assets correctly as you will use these to create your interactive product in Task 6.

Assessment criterion	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

It is recommended that you spend around **2 hours** on this Task.

You must ensure your work in Task 4 addresses assessment criterion: 1.5. You can refer to the assessment criterion below the Task.

a) Describe how your own interactive media product could be adapted (saved/exported/published) to be accessed across the **3** different platforms below:

- a personal computer
- a mobile
- a tablet device.

b) Explain the potential limitations you may face when preparing your product to be viewed correctly on each of the three platforms.

Assessment criterion	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.

Task 5

It is recommended that you spend around **2 hours** on this Task.

*You **must** continue to use your work from Tasks 1, 2 and 3 to complete this task.*

You must ensure your work in Task 5 addresses assessment criterion: 1.4. You can refer to the assessment criterion below the Task.

Carry out a review of the development processes you have gone through so far. Your review **must** include strengths and weaknesses of the following:

- 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
- any changes you need to make to your initial ideas based on the development process
- potential improvements at this stage.

Assessment criterion	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

It is recommended that you spend around **8 hours** on this Task.

*You **must** continue to use your work from Task 3 to complete both **a)** and **b).***

You must ensure your work in Task 6 addresses assessment criterion: 1.3. You can refer to the assessment criterion below the Task.

a) Create your interactive media product and record the process of development, showing how you have used software and processes effectively in creating your interactive media product.

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.

Assessment criterion	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 will 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)	Evidence showing the interactive structure.	
Task 3	a)	Evidence of using software to prepare assets.	
	b)	Explanation of how you have used software and processes in the preparation of assets.	
Task 4	a)	Evidence of how your own interactive media product could be adapted to be accessed across **3** different platforms.	
	b)	Evidence of the potential limitations.	
Task 5		Your review of the development process.	
Task 6	a)	Your final interactive media product, in an acceptable file format.	
	a)	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 number
- learner number
- Task number.

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

Submitting your evidence

If your evidence is digital and requires it to be submitted electronically, it **must**:
- be saved in an acceptable file format.

All other electronic evidence **must:**
- be printed out
- securely attached to the external assessment paper.

This is the end of the External Assessment.