

## External Assessment

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

Plan and produce a creative interactive media product

Paper number: P000392

Assessment window: **Sample Paper**

Centre name		Centre number	
Full 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 2 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	2 hour
Task 6	8 hours

## Instructions for learners

- Read the paper carefully and make sure you understand all of the instructions before you start work.
- Complete your name, your centre number and your learner number on the front of this external assessment paper.
- You must complete **all** parts within each task in order to address all the assessment criteria. You cannot achieve a Pass grade unless you meet the required standard for **all** the assessment criteria.
- 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.
- 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.
- All work for this external assessment must be completed at your centre within the supervised and invigilated timed sessions.

## 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.
- You might like to use the checklist at the end of this document to check all your work has been completed.

## Resources

- You may use any specialist equipment to produce your work.
- 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.
- 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

## External assessment Brief

### Interactive Map for a New Amusement Park

You've been commissioned to design and create an interactive map for an exciting new amusement park. The amusement park doesn't yet have a theme or name. You've been given the freedom to choose the theme and the name. Your target audience is broad; however the park is aimed mainly towards families.

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

- website
- mobile application (app)
- touch screen portal (customer information point)

You must choose at least one of the platforms above for your final product. You must also explain how your product could be used across all 3 platforms.

Locations on your interactive map should be informative.

Your map could include;

- rides and attractions (e.g. water rides, roller-coasters, children's area)
- themed areas (e.g. historical, geographical, cultural)
- customer information points
- eating facilities (picnic areas, restaurants, fast food outlets, etc.)
- parks and garden areas

Remember - the purpose of the product is to inform customers clearly!

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'll 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 **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 at the end of this Task.*

There are **two** parts to this task; you must provide evidence for both parts.

- a) Explore different ideas for your **interactive media product**. You need to identify:
- the theme of the new amusement park
  - the name of the new amusement park
  - types of interactive 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 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

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

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
<b>1.1 Plan and prepare for production of final work</b>	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 addresses assessment criterion 1.2 which are at the end of this Task.

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

There are **two** parts to this task. You must provide evidence for both parts.

a) Create digital user interface designs for each of the pages/screens/levels of your interactive map. Provide as much detail as you can to show how you designed and developed them. **Remember you must create at least three different pages/screens/levels.**

b) Create a diagram to show the full interactive structure of your map. Provide as much detail as you can, showing the choices open to the user as they navigate through your map (for example next, back, main menu, links to specific images or items within the map, 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

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
<b>1.2 Use ideas developed to inform production of final work</b>	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

Your work in Task 3 addresses the relevant points of assessment criterion 1.3. You can refer to the assessment criterion below the task.

There are **two** parts to this task; you must provide evidence for both parts.

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've **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) You **must** store your assets correctly as you will use these to create your interactive map 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
<b>1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product</b>	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

Your work in Task 4 must address the relevant points of assessment criterion 1.5 which is at the end of this 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 design brief.

Your evidence for Task 4 could be written statements, annotated screenshots, 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
<b>1.5 Describe how the media product could be cross-platformed</b>	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

*Your work in Task 5 must address the relevant points of assessment criterion 1.4 which is at the end of the Task.*

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

Your review should include the strengths and weaknesses of:

- your planning for your interactive map (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 (e.g. 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 **2 hours** on this Task.

Assessment criteria	Pass	Merit	Distinction
<b>1.4 Assess the whole development process</b>	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. You can refer to the assessment criterion below the task.

There are **two** parts to this task; you must provide evidence for both parts.

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've used software and processes effectively in creating your interactive media product (e.g. annotated screenshots).

b) Show how you've 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** and can be opened on your selected platform, which can then be accessed by the Examiner.

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

Assessment criteria	Pass	Merit	Distinction
<b>1.3 Demonstrate the effective use of software and processes in preparing assets and producing and presenting the final interactive product</b>	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)	<ul style="list-style-type: none"> <li>• developed ideas (mind maps, notes, sketches)</li> </ul>	
	b)	<ul style="list-style-type: none"> <li>• all plans and preparation documents</li> </ul>	
Task 2	a)	<ul style="list-style-type: none"> <li>• visual designs (paper based and digital are acceptable)</li> </ul>	
	b)	<ul style="list-style-type: none"> <li>• diagram showing the interactive structure</li> </ul>	
Task 3	a)	<ul style="list-style-type: none"> <li>• evidence of preparing assets</li> <li>• evidence of using software to prepare assets (annotated screenshots)</li> </ul>	
	b)	<ul style="list-style-type: none"> <li>• evidence of storing assets correctly</li> </ul>	
Task 4		<ul style="list-style-type: none"> <li>• a description of how your own interactive media product could be adapted to be used across different platforms</li> </ul>	
Task 5		<ul style="list-style-type: none"> <li>• a review of the development process</li> </ul>	
Task 6	a)	<ul style="list-style-type: none"> <li>• your final interactive media product , in an acceptable file format.</li> <li>• evidence of using software to create your interactive media product</li> </ul>	
	b)	<ul style="list-style-type: none"> <li>• evidence of testing your product</li> </ul>	

All the work you submit for the external assessment must be clearly identified with your:

- full 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.  
All material in this publication is copyright.**