



NCFE Level 1 Technical Award in Interactive Media (603/0851/5)

NCFE Level 2 Technical Award in Interactive Media (603/0852/7)

Paper number: P000706

Assessment window: Monday 13 May 2019 – Friday 21 June 2019

Time allowed: 15 hours

Learner instructions

- Complete **all** tasks.
- Read the project brief and each task carefully.
- You **must** hand in all of your work to the invigilator between each external assessment session.
- All of the work you submit **must** be your own.
- All of the work you submit **must** be clearly labelled with:
 - your name
 - your learner number
 - your centre name
 - your centre number
 - the task number.

Learner information

- The marks available for each task are shown in brackets.
- The maximum mark for this paper is 90.
- You can use the internet.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Learner number

Centre number

Learner signature _____

Instructions continue on the next page, please turn over.

To be completed by the examiner	
Task	Mark
1	
2	
3	
TOTAL MARK	

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Resources

You must give references in your work for any of the following:

- if you use any information from the internet
- if you use a quote
- if you use any assets (eg images, audio or video) that you have not created.

Electronic Evidence

Put all screenshots (and written responses, where these are provided electronically) in a single electronic document.

Follow the instructions below to label each piece of evidence in each task clearly.

Save the document with the following file name:

- Surname_Initial_learner number
- eg Smith_J_123456789

The best file format to use for this external assessment is pdf. Your invigilator can tell you about other acceptable file formats.

At the end of the external assessment there is a checklist. This helps you to make sure that you have included all the evidence needed.

Remember to save your work regularly during the external assessment.

Your interactive media product will be submitted electronically and must be in a file format which the examiner can access.

You may submit your responses digitally or in hard copy. If you submit digital work, you must make sure that you have transferred this to an appropriate storage media and the files can be opened.

Do not turn over until the invigilator tells you to do so.

Project Brief

24 Hour City Breaks is an exciting new campaign that aims to encourage young people aged between 18 and 25 years old to visit more UK cities to explore the history and culture.

24 Hour City Breaks are asking artists and designers to present their ideas to identify cities (one city) to be used in the campaign.

24 Hour City Breaks has asked you to produce an interactive media product to show the historical and cultural places of interest in your chosen city. You must:

- persuade the target audience to visit the historical and cultural places of interest in your chosen city
- use appropriate assets to engage the target audience (eg images, text, video, audio, etc.)
- show how your chosen city could look as one of the cities in the 24 Hour City Breaks campaign.

You will need to refer to each of these aspects within your interactive media product.

You have a total of 15 hours to complete the brief.

Task 1

[36 marks]

Complete **all** parts of the task.

You should spend about **5 hours** on this task.

24 Hour City Breaks want to make sure that you consider all aspects of the brief.

They would like to see a plan of the content and layout of your interactive media product.

1 Your plan **must** include:

- your chosen interactive media product and features
- how the interactive media product reflects the target audience
- the layout of your interactive media product
- the navigation structure of your interactive media product
- the sources, processes and techniques that you will use to create your interactive media product.

Evidence	You must provide: <ul style="list-style-type: none">• your plan for the interactive media product. You could use the following formats to give evidence of your plan: <ul style="list-style-type: none">• digital presentation• written report• technical notes• blog/vlog• annotated diagrams• storyboards• navigation maps/plans• sketches• mind maps• colour combinations• typography options.
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Task 2

[45 marks]

Complete **all** parts of the task.

You should spend about **9 hours** on this task.

24 Hour City Breaks want you to produce your proposed interactive media product from **Task 1**.

2 You must create your interactive media product.

This might not be a completed version but you **must** give evidence that the product shows sufficient functionality.

You **must** include the following when you create your interactive media product:

- experimentation of software solutions
- experimentation of hardware solutions
- use of directory/folder structures
- appropriate file types and exporting options.

Evidence	You must provide: <ul style="list-style-type: none">• your interactive media product• your experimentation. You could use the following formats to give evidence of your experimentation: <ul style="list-style-type: none">• digital presentation• written report• blog/vlog• design notes• technical notes• production journal• video with commentary.
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Task 3

[9 marks]

Complete **all** parts of the task.

You should spend about **1 hour** on this task.

You must now evaluate your interactive media product in relation to the brief.

3 Your evaluation **must** include:

- your technical skills
- the processes that you have used
- how you could improve your interactive media product.

Evidence	You must provide: <ul style="list-style-type: none">• your evaluation. You could use the following formats to give evidence of your evaluation: <ul style="list-style-type: none">• annotated screenshots• written or verbal response• video with commentary.
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Please turn over for the evidence checklist.

Evidence Checklist

Task Number	Evidence Type	Please tick (✓) one	
		Handwritten	Electronic
Task 1	Your plan for the interactive media product		
Task 2	Your interactive media product		
	Your experimentation		
Task 3	Your evaluation		

This is the end of the external assessment.