

OCR Creative iMedia

12 Mark Revision: Mind Maps

Name: Class:

Mark / 18 x 60 =

Grade

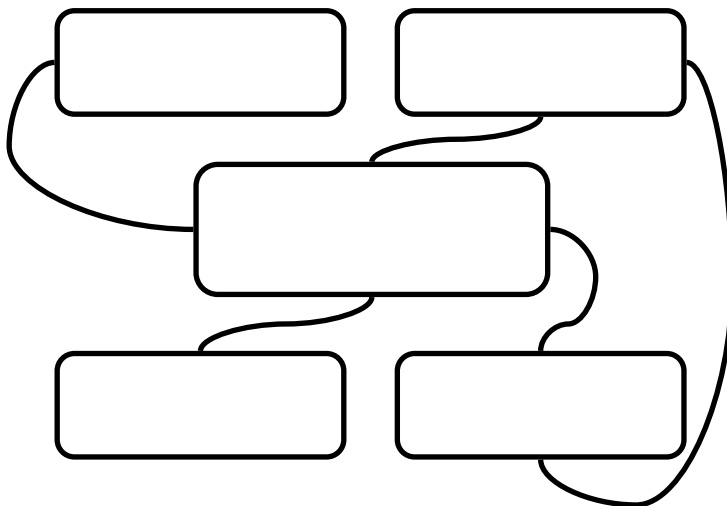
KNOWLEDGE CHECK

1) Describe the **purpose** of a mind map.

.....
.....
.....

[2]

2) Label the diagram with the subject specific terminology in the box.



Branches
Main theme
Sub nodes

[3]

3) Who could be the intended target audience for a mind map?

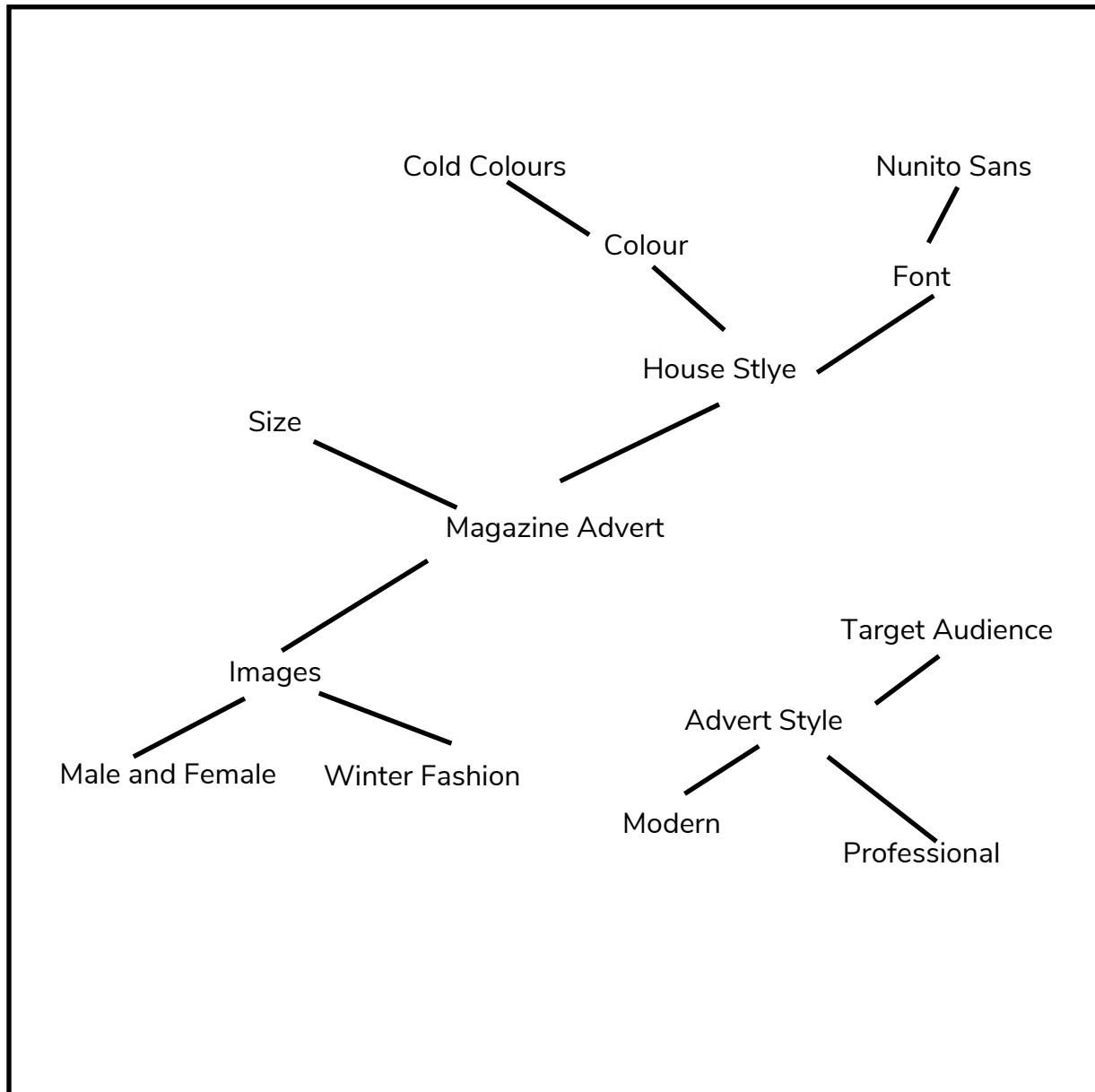
.....

[1]

Now look is a high end online fashion store for men and women. The fashion they sell is aimed at 25 to 30 year old professionals who earn between £30000 and £40000 a year. They need to produce a magazine advert to promote their new Winter fashion range.

You have been asked to develop the preproduction documents for this advertising campaign.

One of your team has developed the mind map below.



Discuss the suitability of the mind map for the magazine advert. You should include areas for improvement.

The quality of written communication will be assessed in your answer to this question.

[12]

PLAN

Make some brief notes in each box. You can use bullet points.

How does the mind map meet the client brief?

How does the mind map **not** meet the client brief?

How does the mind map help the target audience?

How does the mood board **not** help the target audience?

What content is suitable?

What content is **not** suitable?

PLAN

Make some brief notes in each box. You can use bullet points.

What are the strengths of the mind map?

What are weaknesses of the mind map?

How would you improve the mind map?

What effects would these improvements have on the mind map?

What subject specific terminology could you use?

WRITE UP

A series of horizontal dotted lines for writing.

MARK SCHEME

Answer: Level 3: 9 – 12 Marks.

Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the mind map for use by its target audience (graphics department).

The strengths and weaknesses of the mind map are considered in equal weighting. The suggested improvements will be well thought through and explained in context. Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.

Level 2: 5 – 8 Marks.

Candidates will provide a good understanding of the question with strengths and/or weaknesses of mind map being described. This may be one sided.

Some improvements may be suggested but they will not be wholly suitable.

At the top end of the Level 2 the answer will be presented in the context of the teen fashion magazine.

There may be errors in spelling, punctuation and grammar which may not be intrusive.

At the top end of the Level 2 the answer will be presented in the context of the Three Oaks advertising campaign.

There may be errors in spelling, punctuation and grammar which may **not** be intrusive.

Level 1: 0 – 4 Marks

Limited understanding of the use mind map.

Answers will be vague and not necessarily linked to the context of the question.

Answers may be presented as a list rather than a structured piece of writing. There may be errors in spelling, punctuation and grammar which may be intrusive

Guidance:

Answers may include reference to:

- Recognisable diagram structure
- Content relevant to advert
- Relevance of links between content
- Missing links between content
- Suitable detail/annotation
- Logical sequence of nodes/sub-nodes
- Fitness for purpose
- Suitability for target audience (graphics department)
- Suitability for the target audience of magazine
- Subject specific terminology covers both terminology related to the creation of mind map as well as that related to teen fashion magazine.