

OCR Creative iMedia

R081: Attack Word Exam Questions

STATE EXAM QUESTIONS

State - Express something definitely or clearly.

Exam Advice - You will be asked to list your answers.

EXAMPLE

State 2 items that could be included on a mood board.

1 - *Images*.....

2 - *Fabrics*.....

[2]

PRACTICE EXAM QUESTIONS

1) State **two** items that could be included in a script.

1.

2.

[2]

2) State **two** items that could be included on a visualisation diagram for a DVD cover.

1.

2.

[2]

3) When creating the pre-production documents for the documentary film, the target audience of the final product must be considered. Winged Breath has a target audience that ranges from 14 to 13 years of age.

(a) State **two** aspects of the target audience, other than age, that should be considered in the pre-production documents.

1.

.....

2.

.....

[2]

During the pre-production of the documentary film, the age rating of the DVD needs to be considered.

(b) State **two** types of content that may affect the age rating of the DVD.

1.

.....

2.

.....

[2]

4) Winged Breath would like to produce an audio advert for use on social networking sites to advertise the documentary.

State a suitable file format for the final **audio** advert.

.....

[1]

5) Youth# wants to set up a website that will allow teenagers in the town find out more information about the centre. One of the pre-production documents that you have been asked to produce is a visualisation diagram of the website homepage.

(a) State **one** purpose of the visualisation diagram.

.....
.....

[1]

(b) State **two** items that could be included in the visualisation diagram for a website homepage.

1.
2.

[2]

6) Youth# has asked for a mind map of the website to be created.

State **one** purpose of a mind map when planning the website.

.....
.....

[1]

7) The website will include a membership section where people can sign up for email alerts.

State the legislation that controls the storage of personal data.

.....

[1]

8) One of the main methods of advertising is the use of printed advert in magazines. Three Oaks has asked that you produce a mood board for the magazine adverts.

(a) State **one** purpose of a mood board.

.....

[1]

(b) State **three** items that can be included on a mood board.

1.
2.
3.

[3]

9) ZetaLevel is going to use a TV advert to promote the toy. You have been asked to produce a story board for the Tv advert.

(a) State **one** purpose of a story board for this TV advert.

.....
.....

[1]

(b) State **two** reasons why a story board is a suitable choice pre-production document for this TV advert.

1.
2.

[2]

10) Two of the main methods of promoting the Kids-5-A-Day campaign will be posters and stickers that will be awarded to school children. You have been asked to create a visualisation diagram for the stickers.

(a) State **one** purpose of the visualisation diagram for the stickers.

.....
.....

[1]

(b) State **three** items that could be included on the visualisation diagram for the stickers.

1.
2.
3.

[3]

11) A script is required for the audio-visual adverts. State **two** uses of the script.

1.
.....
2.
.....

[2]