9 Mark Question Suitability of a Pre-production documents

Documents you could be asked about suitability for:

.

In this question you are asked what the suitability of a given one of these pre-production documents is for a specific job role. In your answer you are asked to:

- Suggest Improvements
- Explain how the changes you suggest will improve the effectiveness of the pre-production document for the specific job role

Mark Scheme

This mark scheme is for the mock exam you did on storyboard, we can learn from this about how to answer the questions.

- In the mark scheme it asks for a range of strengths and weaknesses, we should aim for a minimum of **5 strengths and weaknesses**
- As well as this you are asked to suggest a range of improvements, for the weaknesses we should suggest improvements for all weaknesses paragraphs.
- Constantly use of appropriate terminology - including keywords throughout the answer
- Then you must explain how the your suggested improvements will increase the overall effectiveness of the document for the specified job role

13	(a)		**Indicative content** Answers may include reference to how the following aspects are used and how they use could be improved: • Clarity • Consistency of information • Effects added • Fitness for purpose • Layout of storyboard • Numbering of panels • Order of boards/panels/scenes • Timings • Transitions Suitability for use by for target audience – video editor is required for the highest mark band Subject specific terminology covers both terminology related to the creation of storyboard as well as that related to advert.	9	**Level 3 (high) 7-9 marks** A **thorough** discussion which shows **detailed** understanding: • A **range** of strengths **and** weaknesses are identified. • Discussion shows **detailed** knowledge and understanding of the suitability of the storyboard for the video editor. • A **range** of suggested improvements are identified. • How effectiveness is improved is **clearly** explained. • **Consistently** uses appropriate terminology. **Level 2 (mid) 4 – 6 marks** An **adequate** discussion which shows **sound** understanding: • **Some** strengths **and/or** weaknesses are identified.

Other relevant points and examples should credited.		• Discussion shows **sound** knowledge and understanding of the suitability of the storyboard for the video editor or other users/consumers. • **Some** suggested improvements are identified. • How effectiveness is improved is **adequately** explained. • **Sometimes** uses appropriate terminology. **Level 1 (low) 1-3 marks** A **brief** discussion which shows **limited** understanding: • **Few** strengths **or** weaknesses are identified. • Discussion shows **limited** knowledge and understanding of the suitability for consumers/users. • **Few** suggested improvements are identified. • Where improvements to effectiveness are explained, this is done in a **limited** way. • Use of appropriate terminology is **limited**. **0 marks** Response is not worthy of credit

Structuring your answer

1. Intro

- Here you should identify a range of strengths and weaknesses - this doesn't need to be a long explanation just an identifying 5 total strengths and weaknesses
- Then you should evaluate the overall suitability and effectiveness of the pre-production document, explain why and then also explicitly link to the job role identified in the question

Exemplar Intro

The storyboard shown has some strengths including the quality of the drawings, the mention of different shot sizes and mentions of shot duration, however there are some weaknesses including lack of consistency, the lack of numbering of panels and the lack of key terms of shot angles and movement. Overall I think the pre-production is not very suitable for the **video editor**. This is because it lacks consistency and is hard for the editor to utilise in his job role as they won't be able to create the final product.

2. Suggested Improvements (x3)

Point - Here outline a weakness and suggest how you will improve it.

Improvement - Here give evidence of how you will improve the weakness

Explain - Here explain how this improvement will increase the overall effectiveness of the pre-production document for the specified job role.

Link - This is where you directly sum up and answer the question.

Exemplar Improvements Paragraph

Point - A key weakness of the storyboard is the lack of numbering of each panel.

Improvement - To make this storyboard more suitable/effective for the **video editor** I would number each panel to show the sequential order of the shots.

Explain - Adding these number to each frame would allow the video editor to know the order in which to edit each clip, so they know what clip comes after which, this would make the storyboard more effective as the editor would be able to enact the director's vision by editing the clips in the right order, without this there could be a lot of confusion about what order to edit the clips in and this may lead to editing the clips into an order which doesn't make sense for the viewer.

Link - Overall I think the simple additions of numbers to the panels in the storyboard would make this pre-production document much more suitable for the **video edito**r as he explicitly knows the order in which to cut the footage.

3. Conclusion

- Highlight your overall opinion on the suitability of the pre-production document.
- Summaries your improvements and how they will make the document more effective and suitable for use.

Conclusion Exemplar

Overall I think that the lack of consistency, lack of numbering the panels and lack of key terms make the pre-production document not very suitable or effective for the use of the video editor. Small improvements such as numbering the panels, identifying shot angles, shot sizes and camera movements for every shot and making sure the document consistently includes all information would help increase the effectiveness of the storyboard for the video editor. This would give the editor a clearer image of the intended product and greatly help in the editing process and reduce any confusion.

Practice Questions

Asset Log

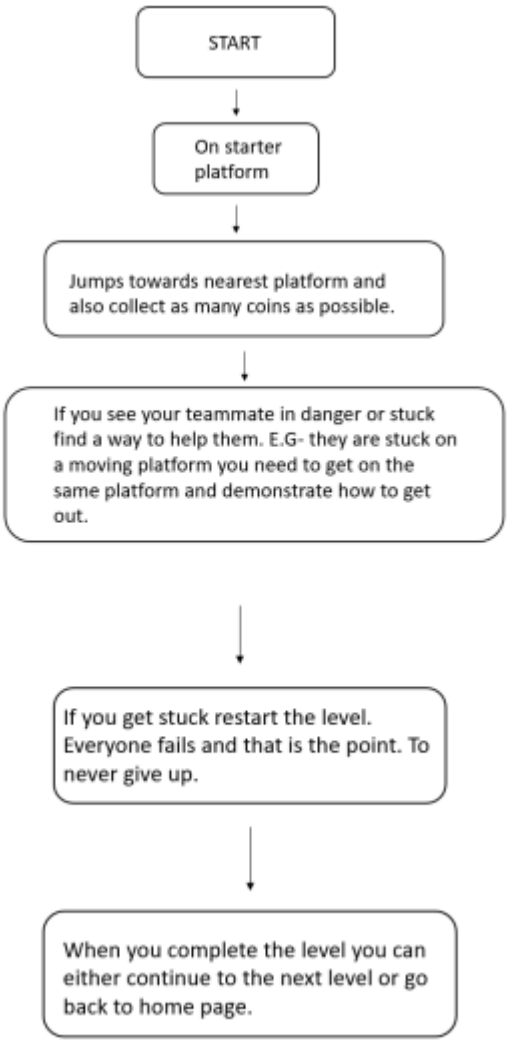
1) Discuss the suitability of the Asset Log found below for use of a graphic designer who will create a film poster.
   Mark will be awarded for:
   - Suggested changes that improve the storyboard
   - Explaining how the changes you suggest will improve the effectiveness of the storyboard for the graphic designer

Asset	Properties	Source	Legal issues	Use
IMAGE	JPEG	https://www.xrtoday.com/mixed-reality/metaverse-meaning/		
IMAGE	PNG	https://www.leewaybertz.com/metaverse-virtual-world/		
IMAGE	JPEG	https://www.technewsworld.com/story/nvidia-and-disney-can-breathe-life-into-the-metaverse-176993.html		
IMAGE	JPEG	https://www.weforum.org/agenda/2022/02/metaverse-news-stories-wrap-feb-1/		
IMAGE	WEBP	https://www.zdnet.com/article/facebooks-pivot-motivation-momentum-and-the-metaverse/		
IMAGE	WEBP	https://www.123rf.com/clipart-vector/tall_building.html		
IMAGE	WEBP	https://iconscout.com/3d-pack/metaverse-futuristic-character		
IMAGE	PNJ	https://www.skyarkchronicles.com/world/		
IMAGE	JPEG	https://advertisingweek.com/the-tools-for-building-the-metaverse-are-here-and-its-easier-than-you-think-to-get-started/		
IMAGE	WEBP	https://www.phocuswire.com/why-its-time-for-travel-to-enter-the-metaverse		
Image	webp	https://www.vecteezy.com/png/8525648-metaverse-character-3d-with-virtual-reality-device-for-web-app-infographic-app		
image	WEBP	https://www.vecteezy.com/png/8550522-character-boy-with-virtual-reality-device-metaverse-3d-illustration		
IMAGE	Adobe	https://www.freepnglogos.com/pics/app-store-png-logo		
IMAGE	ADOBE	https://icones.pro/en/blue-steam-icon-symbol-and-logo-png/		
IMAGE	WEBP	https://www.unitag.io/qrcode		
IMAGE	JPEG	https://tinaboulton.com/what-is-an-isbn-number/		

Flow Chart

2) Discuss the suitability of the Flow Chart found below for use of a production manager who will create an advertising campaign.

   Mark will be awarded for:
   - Suggested changes that improve the storyboard
   - Explaining how the changes you suggest will improve the effectiveness of the storyboard for the graphic designer



Script

3) Discuss the suitability of the script found below for use of a sound recorder who will record a short film.

   Mark will be awarded for:
   - Suggested changes that improve the storyboard
   - Explaining how the changes you suggest will improve the effectiveness of the storyboard for the graphic designer

Scene 1 script

- Person 1: I don't know how much money I've got I'm going to go down to the ATM and check.
- ATM machine: welcome to west cress ATM machine pls put in your debit card and enter your pin.
- Person 1: puts in card and enters his pin.
- ATM machine: what service would you like?
- Balance
- Cash
- Deposit
- Person 1: I need to see my balance so I need to click balance.

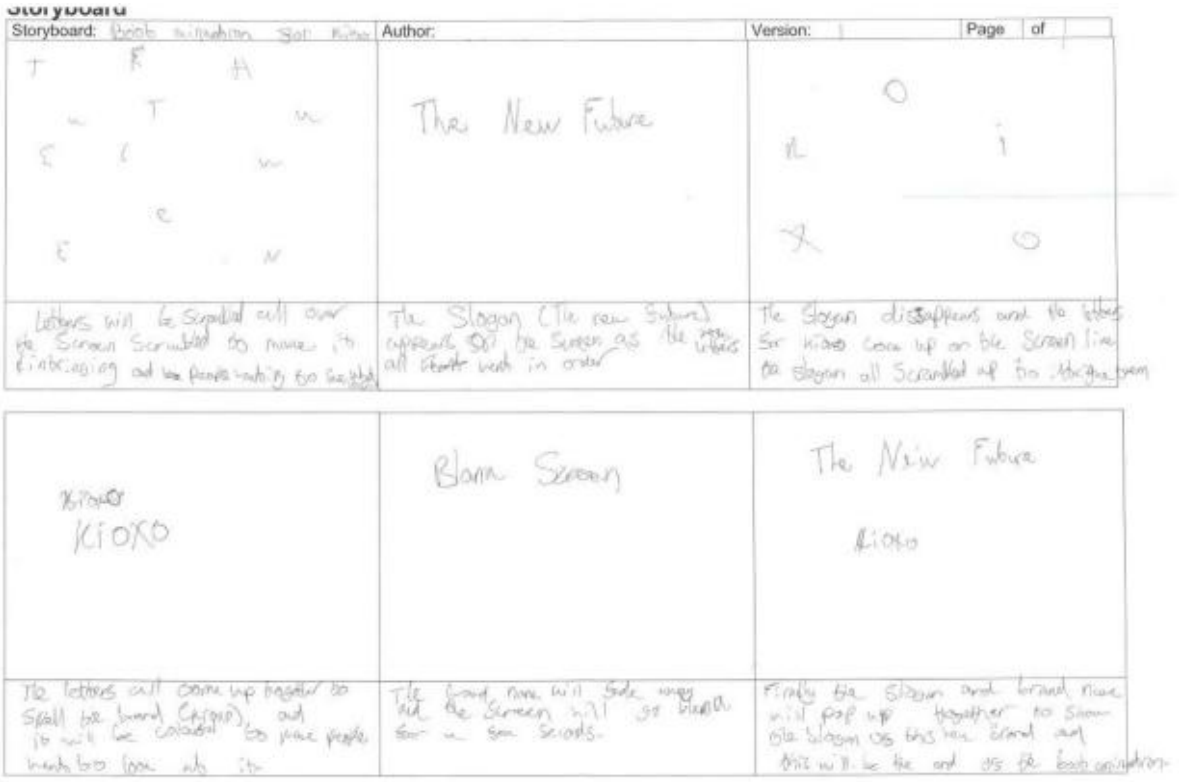
Scene 2 script :

- Person 1: I've only got 10 pound left but I'm so hungry I'm going to go get a takeaway.
- Person 1: walks to the takeaway.
- Takeaway worker: hi what can I get for you?
- Person 1: what can I get for 10 pound?
- Takeaway worker: you can get anything you want for 10 pound
- Person 1: id like a wrap and chips and coke please
- Takeaway worker: that is 10 pound please.
- Person 1 : can I pay by card?
- Takeaway worker: turns on card machine and types in amount to pay.
- Person 1: pays by card.

Storyboard

4) Discuss the suitability of the storyboard found below for use of a video editor who will edit a short film.

   Mark will be awarded for:
   - Suggested changes that improve the storyboard
   - Explaining how the changes you suggest will improve the effectiveness of the storyboard for the graphic designer

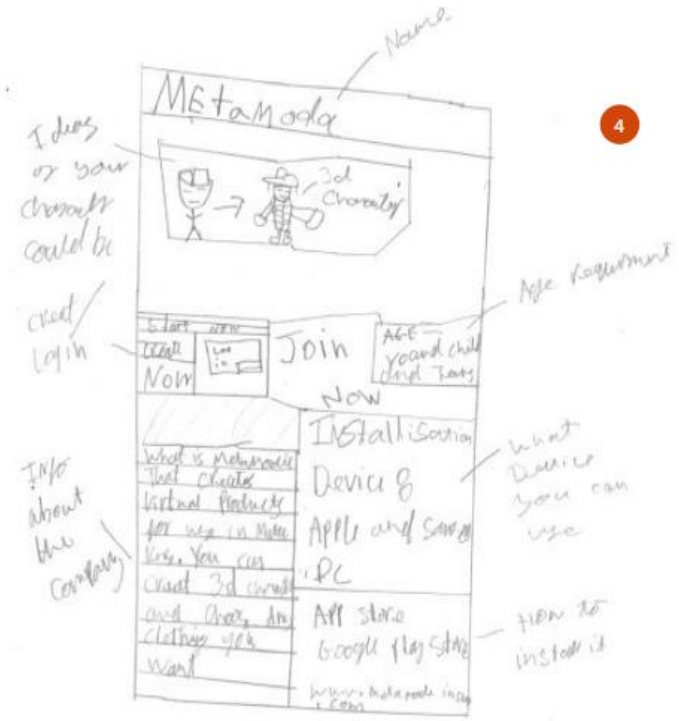


Visualisation Document

5) Discuss the suitability of the Visualisation Document found below for use of a graphic designer who will create a film poster.

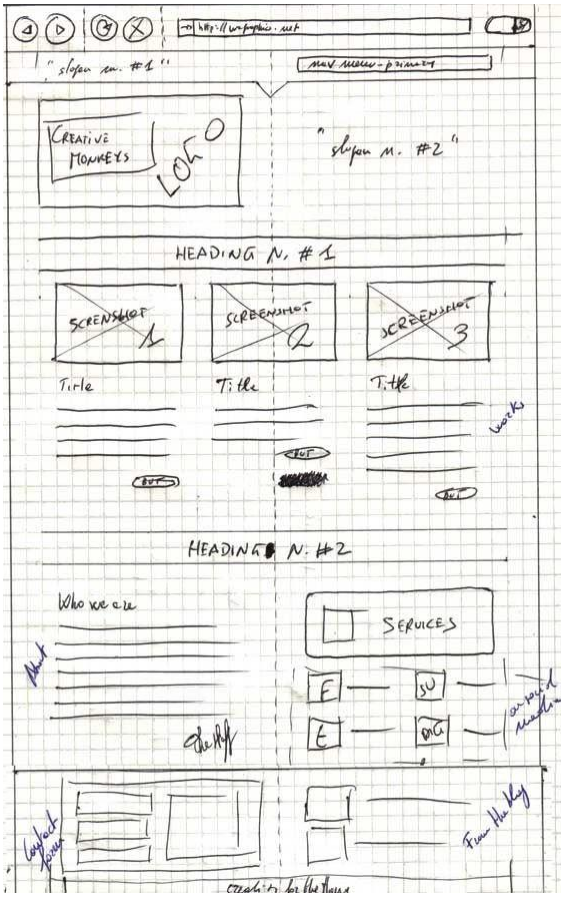
Mark will be awarded for:

- Suggested changes that improve the storyboard
- Explaining how the changes you suggest will improve the effectiveness of the storyboard for the graphic designer



Wireframe Layout

6) Discuss the suitability of the Wireframe Layout found below for use by a web designer who will create a website.

Mark will be awarded for:

- Suggested changes that improve the storyboard
- Explaining how the changes you suggest will improve the effectiveness of the storyboard for the graphic designer