9 Mark Question Improve the Effectiveness of a Pre-production documents for a specified job role

Documents you could be asked about suitability for:

- Asset Log
- Flow Chart
- Script
- Storyboard
- Visualisation Document
- Wireframe Layout
- Moodboard
- Mindmap

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

- Add to the design of a given pre-production document in order to improve it
- Applying relevant components and conventions
- Applying relevant layout conventions
- Annotating changes to explain how improvement will increase the effectiveness of the pre-production document for the specific job role

Mark Scheme

11	**(b)**		**Indicative content** Candidates will produce an improved version of the mind map that should better meet the graphic designers' requirements. Marks are awarded for: • Relevant content and Conventions o Central node o Number of nodes o Number of sub nodes o Linking of nodes and sub nodes o Logic of content clustering • Annotations that explain improvements e.g. o Ethos of company is reflected o Colours- details and relevance o Fonts – details, sizes, styles o Social media o Food o Clarity of detail for graphic designer o Will aid development of graphical advertising o How to cluster content better to improve understanding • **Award credit for any other appropriate response**	**9**	**Level 3 (high) 7- 9 marks** A **comprehensive** document which shows **detailed** understanding: • A **range** of suggested improvements are included. • Improvements cover a **range** of components • Conventions are **consistently** and **effectively** applied • **Most** annotations show **detailed** knowledge and understanding of the suitability of the document to meet the **graphic designers'** requirements. **Level 2 (mid) 4 – 6 marks** An **adequate** document which shows **sound** understanding: • **Some** suggested improvements are identified. • Improvements cover **some** components • Conventions are **adequately** applied • **Some** annotations show **sound** knowledge and/or understanding of the suitability of the document to meet the **graphic designers'** requirements. **Level 1 (low) 1-3 marks** A **basic** document which shows **limited** understanding: • **Few** suggested improvements are identified. • Improvements cover **few** components • Conventions are applied in a **limited** way • Annotations, if present, show **limited** knowledge and/or understanding of the suitability of the document to meet the **graphic designers'** requirements.

Success Criteria Checklist

Step 1 - Improve the content

- Add missing or unclear elements (E.g: colour schemes, fonts, images, topics)
- Include specific details, don't just write "Add colour" say "add bright yellows and reds to reflect energy and attract the audience"
- Ensure information if grouped logically (e.g. subtopics under clear headings)
- Cover a range of components - not just one or two parts (Think: layout, colours, text, images, structure and purpose)
- Make sure it links back to the client brief

Step 2 - Use Correct Conventions

This will be specific to the conventions of the pre-production document:

Pre-production document	**Purpose**	**Key Conventions**	**Best Practice**
Asset Log	Records all media assets used in a project.	• Asset name • File type and format • File properties • Location • Source • Copyright info • Date created • Intended use	• All columns present and labelled clearly • Accurate, complete and consistent data • Includes copyright detail for every asset • Easy to read
Flow Chart	Shows the sequences or navigation through processes	• Start and end symbols (circles or ovals) • Process boxes (rectangles) • Yes/No branches (Decision diamonds) • Connectors/arrows showing file direction • Consist flow (top to bottom, or left to right)	• Correct shapes and flow direction used • Logical sequence with no gaps or loops • Labels clear and concise • Reflects intended functionality accurately
Script	Provides dialogue, directions and audio/visual details for a multimedia	• Title and author details (Author name and contact details, script title) • Scene headings (INT./EXT., location,	• Consistent industry format • Clear separation of visual, audio and dialogue

	product	time of day) ● Scene descriptions (present tense, only what can be seen/heard) ● Character names (CAPS) ● Dialogue (Indented) ● Parentheticals (tone/action under name) ● Transitions (e.g. fade in, fade out)	● Easy for actors/director to follow ● Includes all scenes required by the brief
Storyboard	Visual sequences of shots showing how the product will look and flow	● Numbered frames ● Sketch or image in each frame ● Camera shots, angles, movements ● Timing/durations ● Dialogue/narration/ FX ● Sound/music ● Transitions (Cut, fade) ● Action notes	● All frames logically ordered ● Accurate and labelled camera details ● Clear notes for timing and sound ● Suitable visuals for target audience and brief
Visualisation Diagram	Plan the visual appearance and layout of a product	● Title and product name ● Layout showing placement of elements ● Annotations explaining font, colour, style and purpose ● Colour scheme (swatches or codes) ● Images, graphics, logo placement ● Text examples ● Dimensions/orientation ● Branding guidance (House style)	● Balanced layout showing hierarchy ● Consistent branding and design language ● Detailed annotations link to purpose and audience ● Colours, fonts and imagery justified and relevant
Wireframe Layout	Structural plan for websites, apps or digital interfaces showing navigation and function	● Page layout with boxes for elements (text, images, buttons, menus) ● Navigation structure (links, menus) ● Labels for	● Logical navigation and usability ● Clearly labelled interactive features ● Consistent

		interactive elements ● Hierarchy of content ● Screen size and resolution noted ● Consistent layout grid	design across pages ● Reflects accessibility and responsive design
Moodboard	Visual tool to show look and feel of a product	● Collection of related images, colours, textures, typography examples, materials ● Keywords describing mood/tone ● Colour palette ● Fonts and styles ● Brand/inspiration images	● Cohesive, visually balanced layout ● All elements relevant to theme/brand ● Reflect brief and client ethos
Mindmap	Shows ideas branching for a central theme	● Central node ● Main branches for key themes (Audience, content, style, platform) ● Sub branches for details ● Colour coding ● Keywords only (not long sentences) ● Logical grouping and clear layout	● Central idea clear and labelled ● Logical branches and sub-branches ● Visually clear with consistent spacing ● Reflects understanding of client brief

Step 3 - Annotate to explain improvements

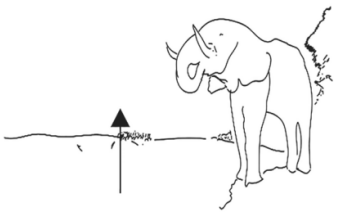
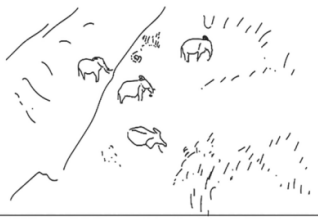
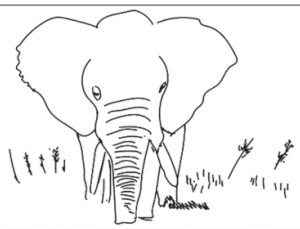
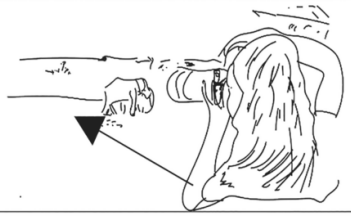
- Each improvement should have an annotation and explain why you have made this change/added this
- Use the phrase “This helps the *specific job role* because…” to show understanding

Success Criteria for 9 mark answer

- Include at least 5-6 clear improvements, each with an explanation
- Link everything to the brief and the *specific job roles* needs
- Use technical vocabulary
- Keep it tidy and logical
- Annotate every major change

Practice Question 1

15 A **storyboard** will be given to the **camera operators** filming the promotional video that PAEW will use on social media.

		
Twilight/Low Light Elephant drinking	Aerial	
	**Donate Today:** • Online • By Phone	**Help Us Today Please** • Help Save Our Elephants • Help Preserve Their Lands • Help Keep These Wonderful, Majestic Animals Alive
		Green Backgound - Black text 2 second fade in from 5 15 seconds to end

(a) Improve the effectiveness of the **storyboard** for use by the **camera operators**.

The storyboard images have been inserted into the template for you on **page 13**.

Marks will be awarded for:

- Relevant components and conventions used
- Layout
- Annotations that explain how the improvements help the **camera operators** in their role.

[9]

Help Us Today Please

- Help Save Our Elephants
- Help Preserve Their Lands
- Help Keep These Wonderful, Majestic Animals Alive

Donate Today:

- Online
- By Phone

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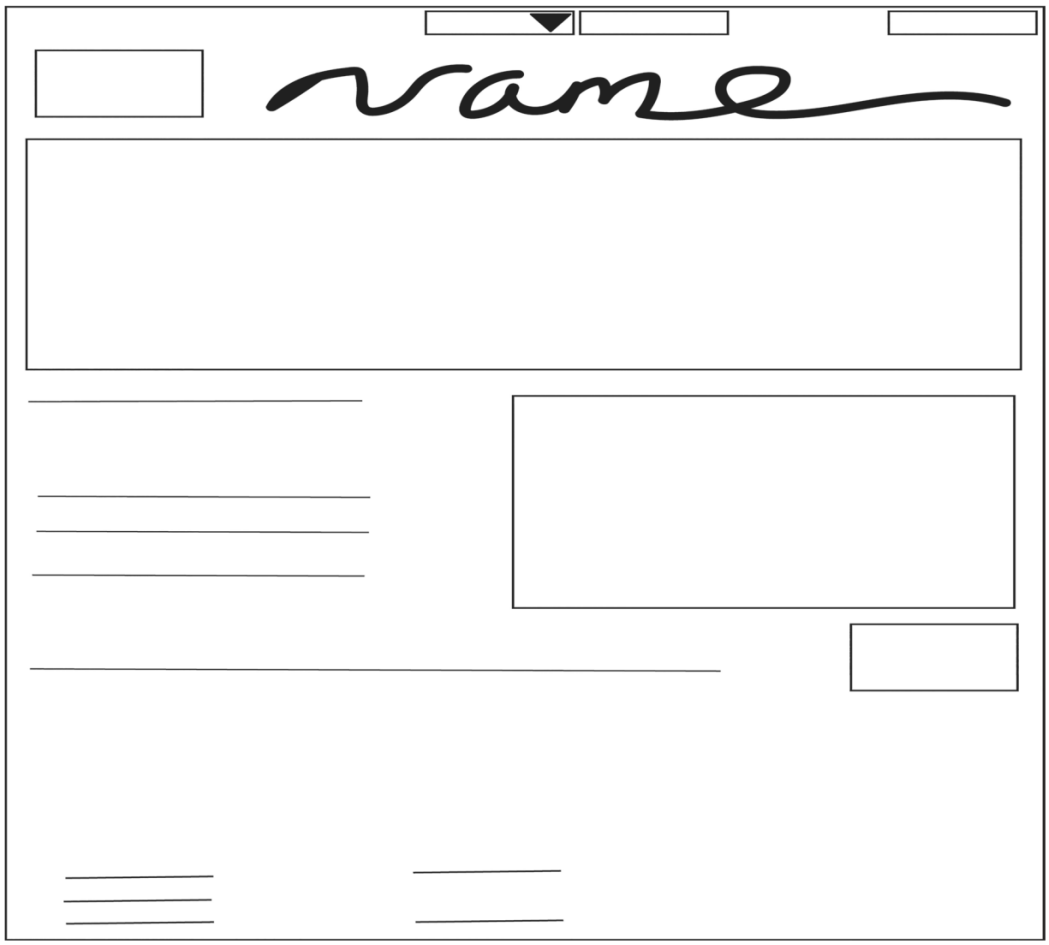
Practice Question 2

(iii) A **wireframe layout** of the web page for the new ride is given to the **web developer**.



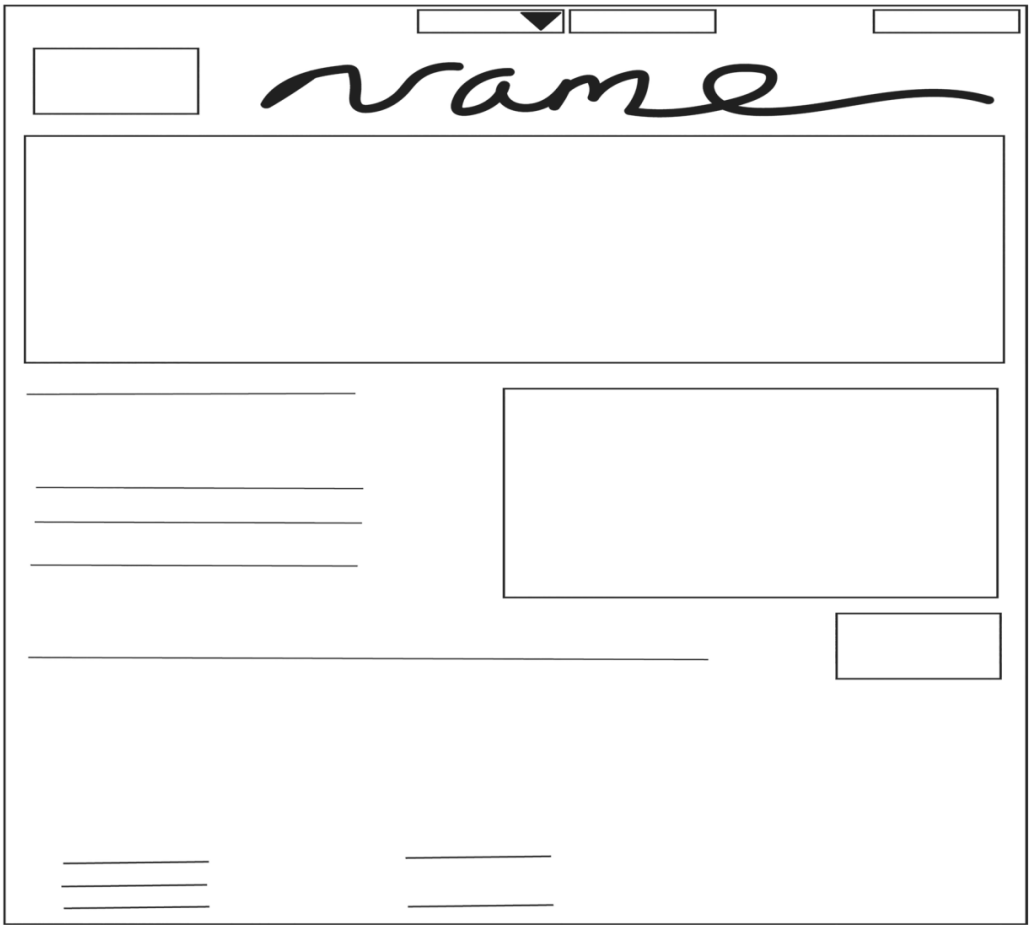
Improve the effectiveness of the **wireframe layout** for use by the **web developer**.

The wireframe layout has been inserted into the answer space for you to use in your response.

Marks will be awarded for:

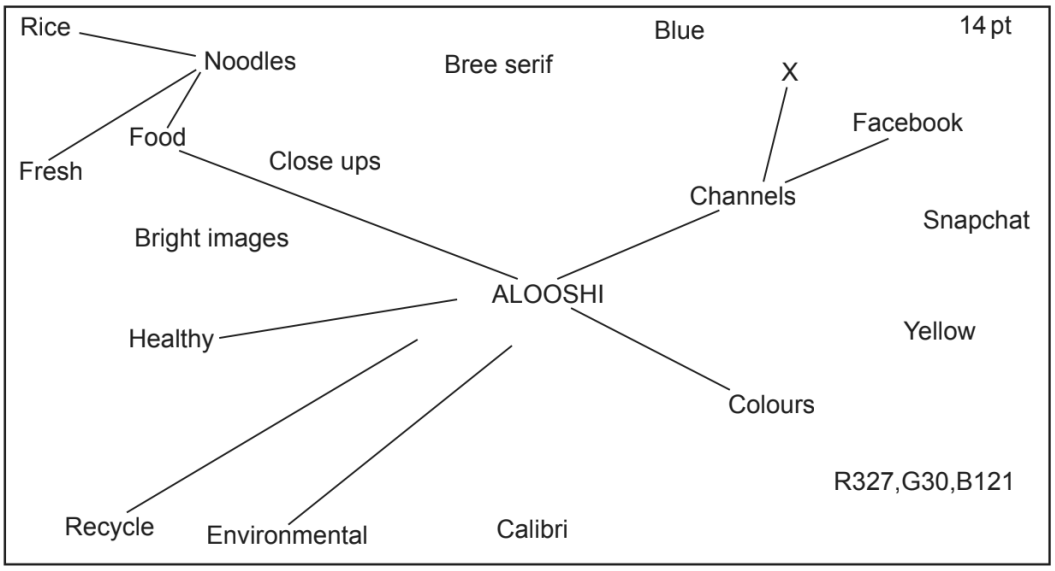
- Relevant components and conventions used
- Layout
- Annotations that explain how the improvements help the **web developer** in their role.

[9]



END OF QUESTION PAPER

Practice Question 3



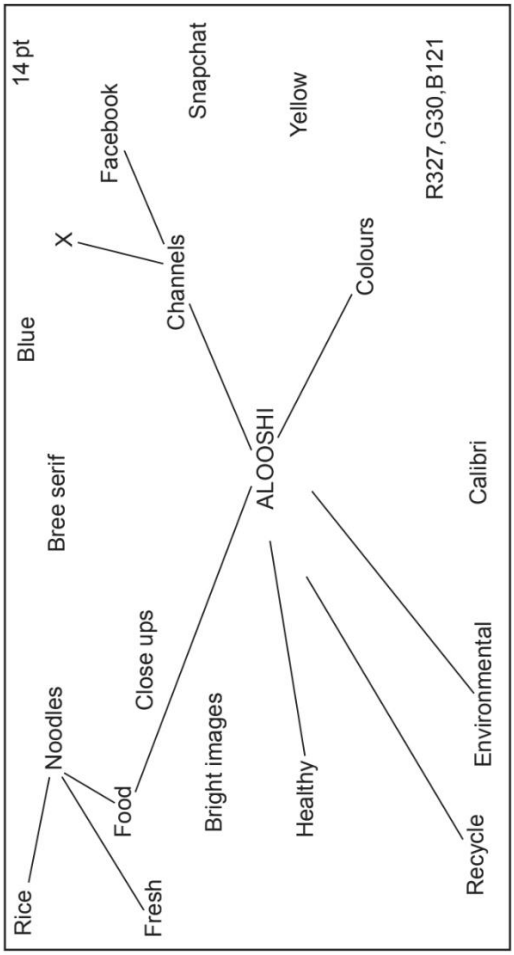
(b) Improve the effectiveness of the **digital mind map** for use by the **graphic designer**.

The digital mind map has been inserted into the answer space for you to use in your response.

Marks will be awarded for:

- Relevant components and conventions used
- Layout
- Annotations that explain how the improvements help the **graphic designer** in their role.

[9]


ALOOSHI
Rice
Noodles
Food
Fresh
Close ups
Bright images
Bree serif
Blue
14 pt
X
Facebook
Channels
Snapchat
Yellow
Colours
R327,G30,B121
Calibri
Healthy
Recycle
Environmental

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