Combined feedback on the June 2017 exam paper
(including selected exemplar candidate answers and commentary)

Unit 2 – Pre-production and planning
Version 1
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INTRODUCTION

This resource brings together the questions from the June 2017 examined unit (Unit 2), the marking guidance, the examiners comments and the exemplar answers into one place for easy reference.

We have also included exemplar candidate answers with commentary for questions 8, 9 and 10.

The marking guidance and the examiner’s comments are taken from the Report to Centre for this question paper.

The Question Paper, Mark Scheme and the Report to Centre are available from:
https://interchange.ocr.org.uk/Modules/PastPapers/Pages/PastPapers.aspx?menuindex=97&menuid=250
GENERAL EXAMINER COMMENTS ON THE PAPER

Centres had used both the online resources and the textbook provided by OCR to support the teaching and learning of Unit 2 for candidates. Candidates were mostly clear about the requirements of the unit and were clearly prepared in terms of engaging with the vocational nature and case study nature of the exam. Answers varied in degree of length for responses, although the majority of candidates did not require extra answer sheets as found in Unit 1. The main areas of weakness in the paper were the questions whereby candidates are to demonstrate their practical production, and evaluative skills and understanding of uses of documents. Lack of understanding of script formatting (Q9) and uses of storyboarding (Q10) therefore limited the marks of some candidates.

Resources which might help address the examiner comments:
From the link below, you’ll find ‘The OCR guide to examinations’ (along with many other skills guides)
http://www.ocr.org.uk/i-want-to/skills-guides/

Command verbs definitions
Question 1

Answer all the questions.

(a) Identify two personal skills that the marketing department personnel have that will be beneficial when planning the promotional video.

1 Two marks from e.g.:
   • David has video production skills (1)
   • Ismail can work to deadlines (1).

(b) Identify one client requirement from the insert and explain how this might impact on the pre-production process.

One mark for the client requirement identified, two marks for impact and suitable expansion e.g.:
   • The promotional video will feature examples of people using the new services (1) this will mean filming a lot of different people (1) which means contacting and arranging external stakeholders as extras (1)
   • The target audience is will be of a variety of age groups and cultures (1) this means content must appeal to a wide range of interested parties (1) and so a variety of actors of different age groups will be needed (1)

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Mark scheme guidance

Question 1(a) – Candidates may use other examples from the specific brief. Inclusion of person’s name is not required for a mark.

Question 1(b) – Credit should be given for attempts that demonstrate understanding of the brief.

Examiner comments

Question 1(a) – This question required candidates to evidence that they had understood the information about the staff of the marketing team outlined in the insert; most candidates were fully able to give answers, such as the qualifications and experience of the team, to successfully answer the question.

Question 1(b) – Again, this question tested candidates’ understanding of the brief set and Raven Cinema’s requirements; there were very few unsuccessful answers with most candidates able to provide a requirement, such as the deadline date for the promotional video, and explain the impact of this.
Question 2

2   Explain how Ismail might use different project management tools to help him plan the creation of the promotional materials.

Points that may be covered. Ismail might use:

- Spreadsheets to create an overall Gantt chart so that the team understand deadlines.
- Project management software so that changes to documents made by team members can be tracked by him.
- Production schedules/work plans can be used for each of the products being produced, so he can micro manage the activities for the individual products.
- A call sheet or daily planner so that he can track the equipment, resources and personnel being used for each task.
- SWOT analysis for initial planning.
- ‘Blue Sky Thinking’ as a means of initial planning.

[8]

Mark scheme guidance

Read answer as a whole and then award marks.

Level 3 (6–8 marks)

There is an excellent discussion that covers the different project management tools that Ismail might use part of planning the specific brief. The way in which the tools might be used will be explained fully.

Level 2 (3–5 marks)

There is a good discussion that covers the different project management tools that Ismail might use part of planning the specific brief. The way in which the tools might be used may not always be explained fully.

Level 1 (1–2 marks)

The answer may only be a basic description the project management tools that Ismail might use to plan the brief. The answer will feature few, if any, suggestions about the way the tools are used.

0 marks for responses not worthy of credit.
Examiner comments

This question required candidates to use their knowledge and understanding about what project management tools Ismail, as project manager, could use. The most successful answers gave correct tools, such as online calendars and Gantt charts, and explained why these would be useful for the specific brief in terms of planning the project as a whole. Less successful responses saw moodboards and mindmaps given as answers both of which are not project management tools.
Question 3

3  (a) Identify and explain two health and safety issues that need to be considered when creating the promotional video.

1 One mark per issue, two marks per suitable expansion e.g.:
   • A risk assessment needs completing for the locations (1) to check if the venues and outdoor areas are safe (1) to prevent harm to the film personnel (1)
   • Power supplied needs to be checked when completing a recce (1) so that any cables will not cause a trip hazard (1) and equipment can be positioned safely (1)

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(b) Identify one legal issue which might be relevant when planning the use of assets for the promotional brochure.

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One mark from e.g.:
   • Images sourced online may be subject to copyright law (1)
   • Any actors or models used will need a release form (1)

Mark scheme guidance

Question 3(a) – Maximum three marks per health and safety issue identified.

Question 3(b) – Candidates may refer to other production work they have completed to explain their example.

Examiner comments

Question 3(a) – This tested candidates' knowledge of health and safety and most candidates had clearly been well prepared in this area in being able to cite potential risks at the stages of production and post-production. Candidates' ability, however, to explain their stated issue was weaker.

Question 3(b) – Most candidates were able to give a correct answer for a relevant correct legal issue for consideration of use of assets with most answers citing Data Protection or Copyright. Very few misinterpreted this for an 'ethical' question.
Question 4

4 Michelle has been thinking about how Raven could use the promotional video and/or brochure to generate further revenue for the company.

Identify two potential revenue streams that could be explored and explain why these would be suitable.

1 One mark for the revenue source identified, two marks for suitable expansion e.g.:
   • Sponsorship from local businesses (1) allows for links between companies to be made (1) and offers exposure for the sponsor too for audiences (1).
   • The brochure may feature advertisements or special offers (1) from linked businesses such as film download websites (1) which will reach a captive yet wide market (1).

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[6]

Mark scheme guidance

Credit should be given for a range of creative potential sources of revenue. For example, this may include use of pop up advertising and banners. Maximum three marks per revenue source identified.

Examiner comments

Revenue streams were inventive and explained well; candidates gave a range of suggestions from corporate advertising and social media offers. The most successful answers applied synoptic key concepts such as crowdfunding and above and below the line advertising methods.
Question 5

Identify and explain two reasons why the wide target age range might cause problems when planning promotional materials.

1. One mark for the reason identified, two marks for suitable expansion e.g.:
   - Different ages have different interests (1) which means it may lack a specific style (1) and therefore fails to attract attention or have a USP (1).
   - A range of actors/models will be needed (1) which will push budgets up (1) and take longer to organise (1).

2. 

Mark scheme guidance

Maximum three marks for each reason identified.

Examiner comments

Again, candidates were well prepared in understanding different target audience requirements. Candidates were able to give potential problems of having a wider target audience from use of language used on the materials and how the visuals used might be inappropriate when targeting younger audience members.
Question 6

6 During the pre-production for the promotional video, the suitability of the planned video needs to be checked with the target audience.

Identify and explain one way, that the marketing department could check the suitability of the planned contents before the video goes into full production.

- One mark for the method identified, two marks for suitable expansion e.g.:
  - The team could run a focus group (1) to gain a range of feedback (1) from a selected sample (1).
  - The team could send initial drafts out in an online survey (1) which allows for a range of viewpoints (1) and instant data analysis (1).

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Mark scheme guidance

This question is synoptic content link to Unit 1 (LO5).

Examiner comments

Candidates were fully able to demonstrate knowledge of methods of how the marketing team could gain audience feedback on their ideas, such as focus groups and online questionnaires.
Question 7

7 The marketing department will need to complete a number of separate activities during the design and development of the brochure.

(a) Identify one activity that David will need to carry out and one activity that Michelle will need to carry out and explain the importance of each.

<table>
<thead>
<tr>
<th>David</th>
<th>One mark for the activity identified, two marks for suitable expansion e.g.:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• David needs to plan what images will be used on the brochure (1)</td>
</tr>
<tr>
<td></td>
<td>so that each of the new services are shown visually (1) and suitable</td>
</tr>
<tr>
<td></td>
<td>assets can be sourced or created (1).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Michelle</th>
<th>One mark for the activity identified, two marks for suitable expansion e.g.:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Michelle needs to design the layout of the brochure (1) by drawing a</td>
</tr>
<tr>
<td></td>
<td>flat plan (1) so the house style is clear at the design stage.</td>
</tr>
</tbody>
</table>

(b) Explain how during your placement, you could help David or Michelle carry out one of the activities above.

<table>
<thead>
<tr>
<th>One mark for how the candidate would help, two mark for the suitable expansion.</th>
<th>Three marks max e.g.:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Helping David source the images by looking on Creative Commons websites (1)</td>
<td></td>
</tr>
<tr>
<td>to cut down the production costs (1) because models and actors will not need</td>
<td></td>
</tr>
<tr>
<td>to be paid to be in a photoshoot (1)</td>
<td></td>
</tr>
<tr>
<td>• Helping Michelle draw a flat plan by completing a rough draft on digital</td>
<td></td>
</tr>
<tr>
<td>software (1) so that colour scheme is clear (1) and sample text can be</td>
<td></td>
</tr>
<tr>
<td>manipulated to show relevant sizing needed (1)</td>
<td></td>
</tr>
</tbody>
</table>
Mark scheme guidance

Question 7(a) – An activity for both David and Michelle must be given for maximum marks.

Question 7(b) – There will be a range of responses based on the activity chosen.

Examiner comments

Question 7(a) – This question asked candidates to demonstrate their knowledge about the different job roles based on the case study. Most candidates were able to demonstrate they had read the insert and that they understood the different roles David and Michelle had in terms of planning the video. The best answers gave explanation about why elements of their job were important, such as Michelle contacting the press and printers.

Question 7(b) – This question required candidates to discuss how they might be able to help David or Michelle with one of their task. The best answers engaged with the vocational nature of planning tasks and how they could help the team. For example, answers which referenced research skills in order so that the team members could focus on other tasks were successful.
Question 8

8 You have been asked by David to create a visualisation diagram for one of the new services that will be in the brochure.

In the space provided, create the first draft of one of the brochure pages providing information about one of the new services on offer.

Marks will be awarded for:

- content
- fitness for purpose
- use of annotations and notes to justify your decisions.

**Content** (max 3 marks) e.g.:
- Images of the service (e.g. groups of students, equipment) (1)
- Title of activity (1)
- Space for text, design of text boxes (1)

**Fitness for purpose** (max 3 marks) e.g.:
- Information relates to a specific service from brief (1)
- Layout is relevant for a print based product (e.g. position of title at top, images with captions) (1)
- Draft can be followed by the designer (Michelle) (1)

**Annotations to justify decisions** (max 4 marks) e.g.:
- Justification against audience requirements (1)
- Justifications against specific brief (1)
- Annotations to clearly demonstrate purpose of content choices (1)
- Annotations clearly demonstrate understanding of print conventions (e.g. house style)
Mark scheme guidance

The question is about the creation of the pre-production document.

Main focus is the ability to create a suitable document for the development of one page of the brochure so that it meets the client brief.

Examiner comments

This required candidates to draw a visualisation diagram for one of the new services. Good responses demonstrated clear understanding of print layout conventions and target audience requirements; there were clear responses that showed appropriate imagery and inventive blurb. Less successful answers were those that had no annotation to explain responses, or those that had simply drawn a mindmap and therefore misunderstood the task.
Exemplar Candidate Work

Question 8 – low level answer
Commentary

The purpose of the task was to create a visualisation diagram for one of the brochure pages to advertise a specific service. This is a low level answer gaining three out of ten marks because the candidate failed to detail the service they were advertising and any choice of images and layout made did not have justification in terms of audience or brief. The three marks came from understanding print layout conventions (title at top), use of contact information (1), choice of picture (1). The answer could be a medium level answer if the candidate gave an example of a service Raven could offer and the annotations reflected the audience and brief set.
Exemplar Candidate Work

Question 8 – medium level answer

**Key words/message**

You want to get across

**FILM CLUB**

The Raven film club now offers a new film club. Meet new friends and discuss away all you’re favourite films.

<table>
<thead>
<tr>
<th>Time?</th>
<th>What?</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 Tues</td>
<td>Where?</td>
</tr>
<tr>
<td></td>
<td>The Raven cinema</td>
</tr>
</tbody>
</table>

Free Cinema

Pass!

Incentive to attend the show

People in a circle discussing films

When the film club will be:
Commentary

This is a medium level answer gaining five marks out of ten marks because the candidate gave a relevant service and showed some understanding of print page layout. Basic annotations to justify choices were provided in terms of the service (Film Club) and relevant choice of image (film audiences in a circle). The answer could be a high level answer if the candidate had provided further items that could be on the page (contact details/booking details) and the annotations reflected the audience to greater extent and brief set (could have discussed house style and reasons for this).
RAVEN'S MEDIA MAD RENOVATION

Media & Film workshop for 14-19 year olds

1. Media Workshops
   - These workshops will teach teenagers about the planning, techniques and processes that go in to making a film.

2. Film Workshops
   - This workshop can only be accessed after the media workshop so participants have skills to produce a film.

   Activities
   - Participants will be asked to plan, produce and edit a film of any theme of their choice.
   - Winner of best film judged by a cinema audience will win £100.

   Dates & Times & Prices
   - Workshop will run every Thursday from 5-7 pm for 4 weeks costing £30 for full 4 week course.

I used the title and logo at the top of the page as I intend it to be on top of every page to reinforce and strengthen brand identity. As well as the logo, I split the workshops in to two and made the film creation only accessible to once media workshop is done to generate more income and motivate people to join.
Commentary

This is a high level answer gaining nine marks out of ten marks because the candidate gave a fully relevant service (workshops for 14-19 year olds), demonstrated understanding of print page layout and provide thorough annotations based on target audience and choice for advert content that related directly to the brief. Details such as price, date and refreshments were also included in the visualisation diagram to demonstrate that the candidate had thought fully about the requirements of the question.
Question 9

The promotional video needs to be created. David and Michelle have asked you to help them write the script for this.

In the space provided, create a draft script for the first 20 seconds of the video, taking the client requirements into consideration.

Marks will be awarded for:

- content
- layout
- fitness for purpose

### Content (max 4 marks) e.g.:
- Appropriate dialogue and voiceover (e.g. use of Raven Cinema and new services) (1)
- Character/speaker names
- Intonation of dialogue/voiceover (1)
- Synopsis (e.g. purpose of the promotional video and understanding of location) (1)
- Editing information (1)
- Use of sound (1)
- SFX annotation (1)

### Layout (max 2 marks) e.g.:
- Script follows industry layout conventions (1)
- Use of capitalisation and abbreviations to demonstrate full understanding (1)

### Fitness for purpose (max 4 marks) e.g.:
- Chronological structure of first 20 seconds (1)
- Relevant to the brief (1)
- Relevant to audience requirements (e.g. audience will be able to understand the message) (1)
- Content choices follow audio-visual conventions (1)
Mark scheme guidance

The question is about the creation of the pre-production document.

Main focus is the ability to create a suitable script that would be suitable for use for the first 20 seconds of the promotional video.

Timings should be included on the script to show understanding of chronological order of dialogue.

Examiner comments

As suggested in the general comments this question saw some of the weakest responses on the paper. Whilst some candidates clearly attempted to write content that was appropriate for the brief many candidates had not been sufficiently guided on the format or conventions of professional scripts. Some neglected the requirements of the question in terms of considering the timing element of the set question.
Exemplar Candidate Work

Question 9 – low level answer

Act 1: Do you want a film club at your local cinema?

Act 2: I wish!

Act 1: Well now you can! (Act 1 holds up promotional picture of film club)

Act 2: Cool! How much and when?

Act 1: It’s free of charge and every Tuesday at 7:30

Act 2: Can’t wait!
Commentary

The purpose of the task was to create a script for the promotional video. This is a low level answer gaining three out of ten marks because the candidate failed to show that they understood the format of a script. Only very minimal justifications in terms of choice of content were made. The three marks came from two bits of information that reflected the brief (2) (title at top), and that two people were speaking (1). The answer could be a medium level answer if the candidate had addressed the 20 second timescale, gave script format annotations and/or provided justification of these in relation to the brief.
Exemplar Candidate Work

Question 9 – medium level answer

EXT: 7:00 pm
Sun setting → what the shot will include
Description: a shot of an evening sky followed by a happy family walking in the cinema.

CUT TO:

INT: 7:05 pm
Inside a film screening → what the shot will show to audience
Description: shot of the happy family taking seats
actions portrayed in shot

CUT TO:

Description: shot of an audience watching ‘To Have and Have Not’ at 23:45 of the film

Specific film and actions to show an independent film screening and specific time of the film being shown in shot

VOICEOVER:
This current film screening is a classic must-watch! Nothing like an evening with Humphrey and Lauren with your family and friends!!
Commentary

This is a medium level answer gaining five out of ten marks because the candidate demonstrated that they understood the format of a script with suitable annotations (EXT/INT). Only very minimal justifications in terms of choice of content were made. Content was appropriate in terms of promoting a new film. The answer could be a high level answer if the candidate had addressed the 20 second timescale and provided justification of ideas for content in relation to why choices were made and the audience.
Exemplar Candidate Work

Question 9 – high level answer

clip 1: Animation of the company logo
- bright colours incorporating colour scheme. (loud, intimidating music to 5 sec) zoom union logo, to get the attention.
- voice over: “Brief information about the company (loud voice) as clip continues.

clip 2: (2 sec) footage of the cinemas
clip 3: (2 sec) footage of the bar (in use)
clip 4: (2 sec) production equipment will be shown
clip 5: (3 sec) footage of the building it self and local area.

footage of the local area showing benefits in be placement.
clip 6: (3 sec) footage of local schools.
clip 7: (2 sec) footage of children 14-19 honestly in groups.
clip 8: (2 sec) more animated footage of the logo
clip 9: (4 sec) Information such as phone number and website.
Commentary

This is a high level answer gaining eight out of ten marks because the candidate clearly demonstrated that they understood the format of a script and met the question criteria of addressing the 20 second timeframe. Content was appropriate in terms of promoting a new film and as varied in choice. Specific content in relation to the product being a promotional video was also considered (use of logos in the video, use of sound).
Question 10

10* The promotional video will need a storyboard creating before production can begin.

Evaluate the effectiveness of using a storyboard as part of the planning process for the promotional video.

The following points may be covered:

- Storyboards provide key information about written scene content (e.g. action, location).
- Storyboards provide key information about drawn scene content (e.g. shot types such as close up, long shot).
- Storyboards can be used to demonstrate camera movements and therefore are useful to the film crew.
- Storyboards are a good way of demonstrating ideas to get feedback on running order and they are adaptable and can be developed.
- Storyboards can be used to demonstrate key scenes and the editing techniques between them.
- May not always be useful for all involved in production process such as the actors where a script would be more relevant.
- If the storyboard is not annotated according to convention, then it may not be useable or fit for purpose.
- Ideas on storyboards will not take into consideration health and safety risks of filming a drawn scene/shot so all content may not be achievable.

Mark scheme guidance

Level 4 12–16 marks

An excellent evaluation about the effective use of storyboards to aid the production of a promotional video. A wide range of wholly appropriate storyboard techniques and uses will be covered using context based examples to fully justify the points made. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.

Level 3 8–11 marks

A good evaluation about the use of storyboards to aid the production of a promotional video. Storyboard techniques and uses are context-based, appropriate and sometimes justified. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

Level 2 4–7 marks

A basic evaluation about the use of storyboards to support the production of a promotional video. Storyboard techniques and uses are mostly appropriate and linked to the context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

Level 1 1–3 marks

Limited understanding of the use of storyboards is demonstrated. The examples used are sometimes appropriate and may be general and not linked to the context.

0 – no response or no response worthy of credit.
Examiner comments

It was pleasing to see that some centres had prepared candidates well in understanding both the content and strengths of using a storyboard for audio-visual production and many candidates were able to provide justification of using storyboards for the promotional video in relation to the specific Raven Cinema brief. However the final question on the paper requires learners to evaluate planning documents and pre-production methods and unfortunately, as suggested in the general comments, candidates were not always able to discuss the limitations of using a storyboard (e.g. no dialogue, drawings not always clear, lack of specific set information) for a set brief. Better responses discussed why documents such as scripts, recce and call sheets would have been needed as part of planning a successful promotional video.
A storyboard shows everything which will be happening. It contains camera angles, this will allow an easy and quick setup of the setting as it has already been visualised.

Another thing it contains is duration, meaning the director knows what's happening at each time. It'll also keep consistency when filming.

Script is also a key element of storyboards, it allows you to know what will be said when.

Using a storyboard is an effective way to plan out before doing the production as it shows exactly how it's intended to be.
Commentary

This question required candidates to show their understanding about the effectiveness of using a storyboard for the planning of a promotional video. This is a low level answer because there was no debate given that discussed the pros and cons of using a storyboard. The individual candidate at the centre showed some of understanding about why a storyboard was needed. Four basic points were made but with no justification, therefore four marks were awarded. It would have been a medium level answer if debate and/or justification of points were discussed.
Exemplar Candidate Work

Question 10 – medium level answer

...A storyboard is effective... as part of the planning...

...proves... for the promotional video as it gives a...

vision of what the video will show on illustrations...

This is advantageous as it lets the production team...

know what the vision of the video is so they...

can follow the it. However, this is also a disadvantage...

as storyboards are only successful if illustrations...

are detailed and clear. Otherwise, this will confuse...

everyone and impact the production team. Storyboards...

also house information contained, detailed description and annotations...

about a shot such as shot type, camera angle, actions...

etc. This is beneficial to the production team so...

be the detailed as it reduces errors.

Any faults during production or annotations are...

...clear and concise. However, on the other hand, this can...

be a disadvantage to the production team as if there...

is then are no other alternatives if the these...

are any constraints during production. Because...

Storyboards are so specific, it will be harder to...

change a few things if constraints occur.

Storyboards are beneficial and effective to an...

extent a production team as it gives them a clear...
Commentary

This is a medium level answer because there was some debate given that discussed the pros and cons of using a storyboard. The individual candidate at the centre showed some of understanding about why a storyboard was needed and discussed basic advantages and disadvantages as justification. Four points were made but with such justification, therefore eight marks were awarded. It would have been a high level answer if the answer had been longer and made more specific points about the effectiveness of storyboards (e.g. suggestion of other pre-production documents that are also needed for video production).
Exemplar Candidate Work

Question 10 – high level answer

A storyboard is a planning document which companies often use in order to create a visual plan for their promotional videos. They may also include shot types and duration which helps the companies manage their ideas. It will especially help the marketing team. A Roman at their video can be no longer than 6 minutes.

A benefit of a storyboard would be that it allows you to visually imagine and visualize how the video will look like. This helps to avoid errors. Next, the team can make changes or improve the videos so as to create the professional video for their company.

It is also useful as it often contains ideas and duration therefore they are able to determine how much time they will need for the project, production of the video, which will allow them to create deadlines which they will need to meet.

For example, when the team needs to film their characters, they film the different areas of the cinema. This may be able to determine what they will need and how long.
...it may take...

However, a drawback of storyboards is that they take up a lot of precious time and effort which may be used to be used elsewhere. The team have been given a deadline and need to have the promotional video done by the end of July. Therefore, they need to use their time wisely. Other things like the project management and consent form etc. may have priority over a simple like storyboards. Also, it seems that storyboards could be deemed as an unnecessary waste of time. Especially as the storyboard would need to be for a video which is almost 6 minutes long and will therefore be extremely time consuming.

Some may argue that instead of using storyboards it would be much more efficient and simple if they used...
Commentary

This is a high level answer because there was clear debate that discussed the pros and cons of using a storyboard against other pre-production documentation. The individual candidate at the centre showed understanding about why a storyboard was needed and discussed advantages and disadvantages as justification and argument to expand on points. A range of points were made about why storyboards are required and the answer was fluent and well written.
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