

Question 9 (pg 12-14)

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

Question 9

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

The final question always looks like this. It's predictable

Worth 12 marks - **one fifth** of the total paper

This is worth **2 grades** by itself

Question 9

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

Aim to spend 20-25 minutes just on this question

Aim to fill the space provided at least - 33 lines

Question 9

The command word is always **discuss**

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

The command word is always **discuss**

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

9* Discuss the suitability of the content and layout of the mood board in **Fig. 1** for the marketing team. You should include any areas for improvement. **[12]**

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

9* Discuss the suitability of the content and layout of the mind map in **Fig. 1** for the app developer. You should include any strengths, weaknesses and areas for improvement. **[12]**

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

9* Discuss the suitability of the content of the storyboard in **Fig. 3** for the camera crew. You should include strengths, weaknesses and any areas for improvement.

The quality of written communication will be assessed in your answer to this question.* **[12]

Question 9

Discuss - present, explain and evaluate points for and against an argument

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

Question 9

Discuss - present, explain and evaluate points for and against an argument

Write about it

Question 9

Discuss - present, explain and evaluate points for and against an argument

Write about it

- in some **detail**
- with **strengths** and **weaknesses**
- and possible **improvements**

Question 9

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. [12]

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

.....

.....

.....

Question 9

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

2 At the pre-production meeting, it was decided that large banner posters would be displayed at the sides of the buses and lorries when they are parked and open for the primary school children.

You have been asked to create a visualisation diagram for these banners.

Identify **four** items that could be included in the visualisation diagram.

1

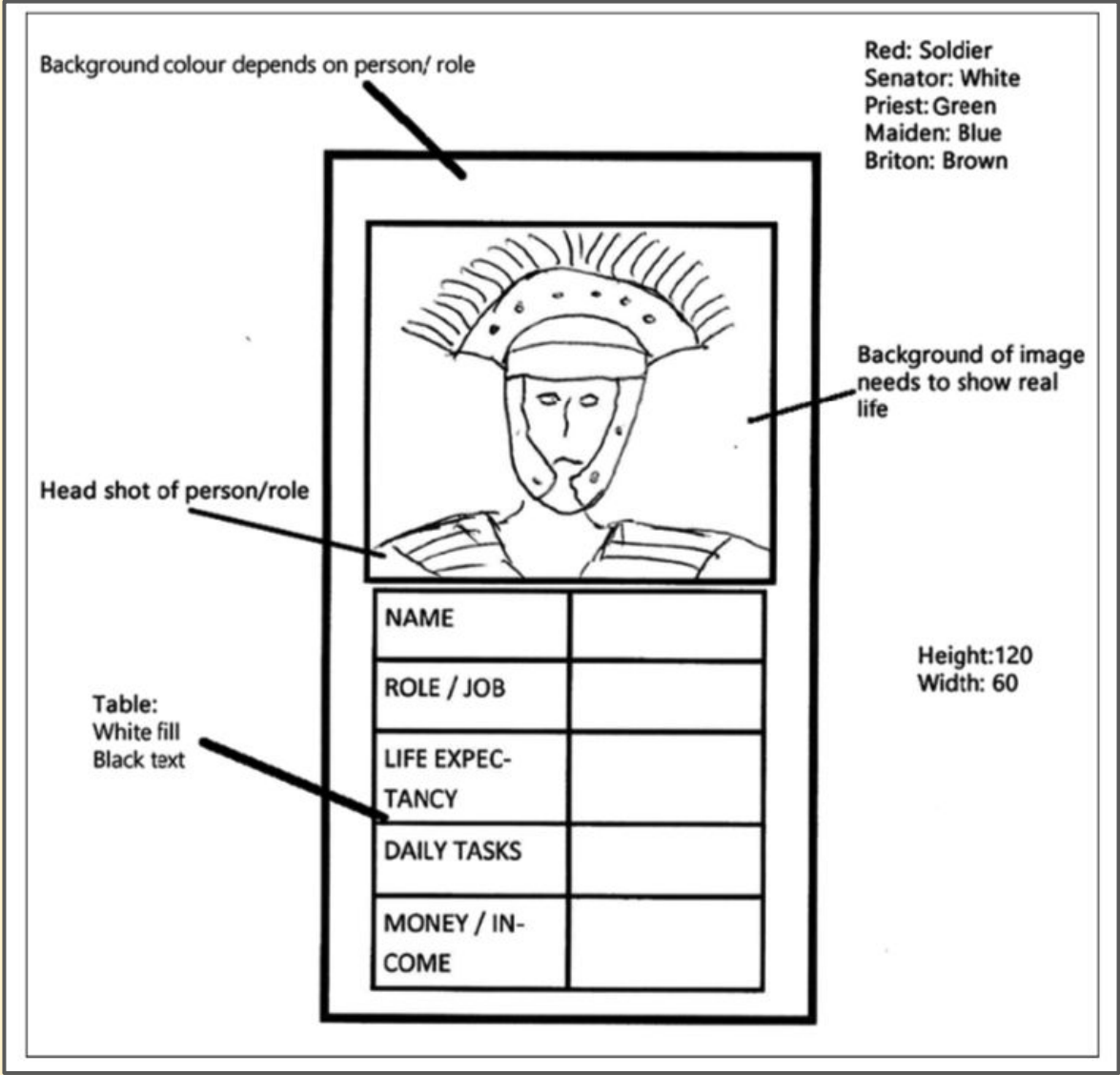
2

3

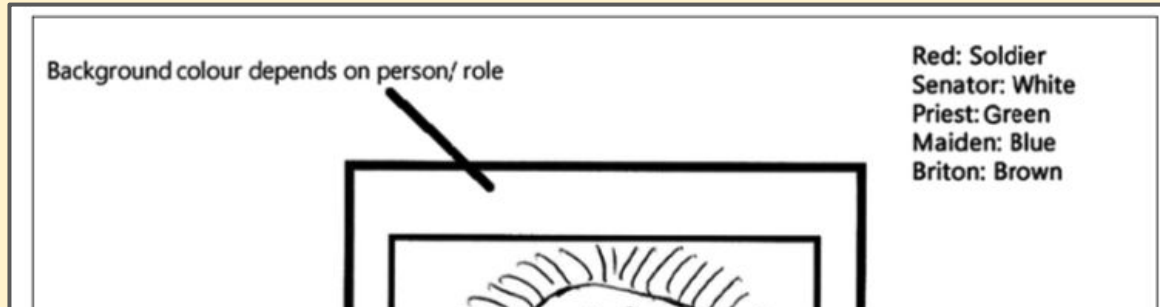
4

[4]

Question 9

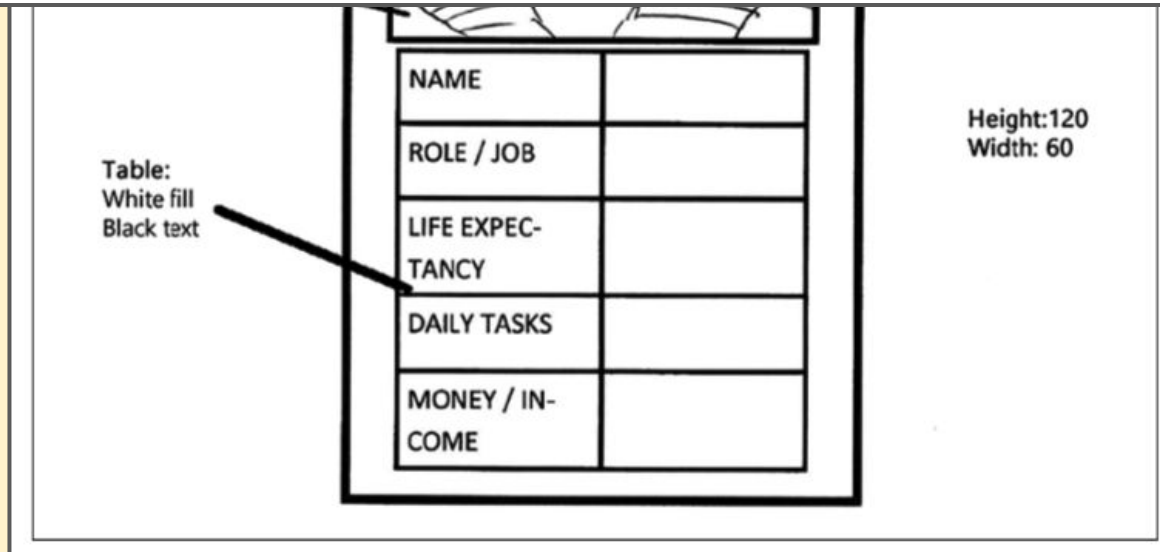


Question 9

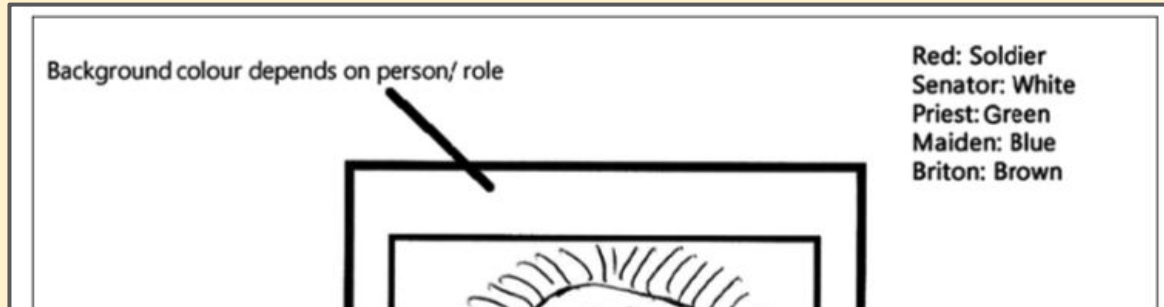


Question 9 is based on Fig. 4

Fig. 4 is a draft visualisation of the mini cards that pupils can collect when going around the museum. There will be several different cards for different people in the Roman Empire. The visualisation will be given to a freelance graphic designer to create the different mini cards.



Question 9



Question 9 is based on Fig. 4

Fig. 4 is a draft visualisation of the mini cards that pupils can collect when going around the museum

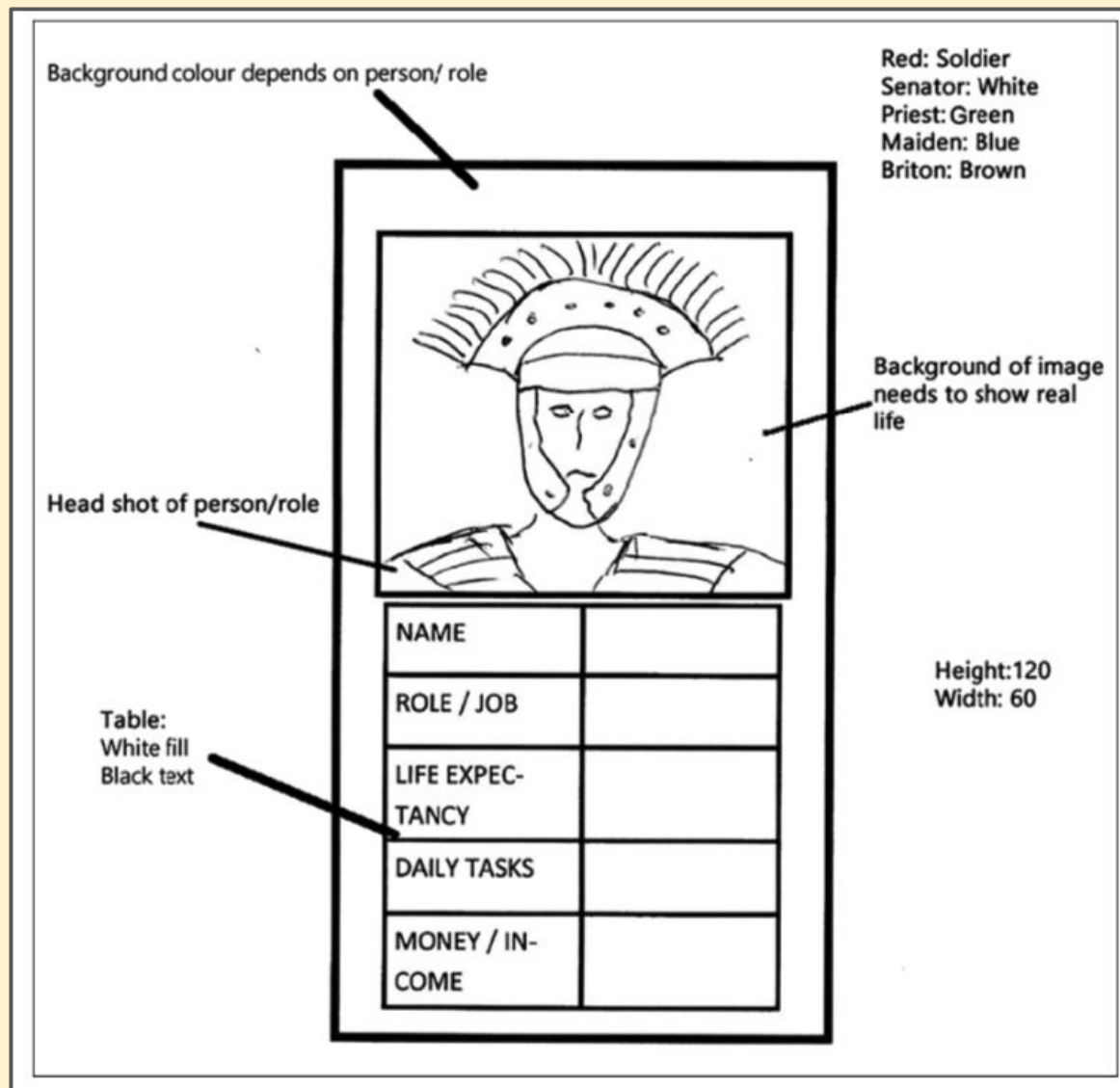
2

Answer **all** the questions.

SECTION A

Progressive Museums take mobile museums into primary schools around the country to bring the history curriculum to life, using buses and lorries. Progressive Museums are developing a new product called 'Life in Roman Britain'. You have been employed to develop the interactive presentations for the museum. You have also been asked to provide ideas about how the new 'Life in Roman Britain' museum can be promoted.

MONEY / IN-
COME



- strengths and weaknesses
- possible improvements

Question 9

Script B

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

Question 9

<p>9</p>	<p>The visualisation diagram is like a top trump style card and is a Roman Centurion used as an example of the different cards. The visualisation diagram will be given to a FREELANCE GRAPHIC ARTIST who will then create the final versions of the mini cards. It is the suitability of the visualisation for the freelance graphic artist that is the important aspect of the question - are they given enough information to create the final cards?</p>	
<p>Level 3 9- 12 marks</p>	<p>Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the visualisation for use by its target audience (graphic designer).</p> <p>The strengths and weaknesses of the visualisation are considered in equal weighting.</p> <p>The suggested improvements will be well thought through and explained in context and linked to the correct target audience.</p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p>	<p>12</p> <p>Answers may include reference to :</p> <ul style="list-style-type: none"> • Composition • Layout • Clarity • Use of colours • Fitness for purpose • Font type & styles • Annotations (examples of) • Suitability for target audience (graphic designer) • Suitability for the client <p>Subject specific terminology covers both terminology related to the creation of visualisation as well as that related to Roman museum.</p> <p><i>QWC – only place in specification where this is assessed and is worth 1 mark.</i></p> <p>Please refer to separate resource document to view visualisation diagram.</p>
<p>Level 2 5- 8 marks</p>	<p>Candidates will provide a good understanding of the question with strengths and/or weaknesses of visualisation being described. This may be one sided.</p> <p>Some improvements may be suggested but they will not be wholly suitable.</p> <p>At the top end of the Level 2 the answer will be presented in the context of the Roman top trump cards.</p> <p>There may be errors in spelling, punctuation and grammar which may not be intrusive.</p>	
<p>Level 1 0-4 marks</p>	<p>Limited understanding of the use a visualisation.</p> <p>Answers will be vague and not necessarily linked to the context of the question.</p> <p>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.</p>	

Question 9

Script B - what **level** is the answer?

Level 1 - vague, little understanding of what a visualisation diagram is for

Level 2 - better understanding, strengths and/or weaknesses, possibly some improvements

Level 3 - good understanding, both strengths and weaknesses, thoughtful improvements, linked to target audience

Question 9

Once you have a level, what mark?

Level 2 -

- better understanding,
- strengths and/or weaknesses - may be unbalanced,
- possibly some improvements
- at top end of level 2 in context of top-trump cards
- may be some errors in spelling etc...

Question 9

QWC

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

- spelling, punctuation, grammar - sentences, paragraphs etc... **Connectives** help
- technical terms used well

Question 9

Once you have a level, what mark?

Level 2 -

- better understanding,
- strengths and/or weaknesses - may be unbalanced,
- possibly some improvements
- at top end of level 2 in context of top-trump cards
- may be some errors in spelling etc...

Question 9

Script C - what **level** is the answer?

Level 1 - vague, little understanding of what a visualisation diagram is for

Level 2 - better understanding, strengths and/or weaknesses, possibly some improvements

Level 3 - good understanding, both strengths and weaknesses, thoughtful improvements, linked to target audience

Question 9

The target audience is the key to getting into Level 3

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

Question 9

		<p>Candidates will provide an excellent understanding of the question with clear explanation of the suitability of the visualisation for use by its target audience (graphic designer).</p>
	Level 3	<p>The strengths and weaknesses of the visualisation are considered in equal weighting.</p>
	9- 12 marks	<p>The suggested improvements will be well thought through and explained in context and <u>linked to the correct target audience.</u></p> <p>Subject specific terminology will be used correctly and there will be few, if any, errors in spelling and punctuation.</p>

The command word is always **discuss**

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. [12]

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

9* Discuss the suitability of the content and layout of the mood board in **Fig. 1** for the marketing team. You should include any areas for improvement. [12]

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

9* Discuss the suitability of the content and layout of the mind map in **Fig. 1** for the app developer. You should include any strengths, weaknesses and areas for improvement. [12]

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

9* Discuss the suitability of the content of the storyboard in **Fig. 3** for the camera crew. You should include strengths, weaknesses and any areas for improvement.

**The quality of written communication will be assessed in your answer to this question.* [12]

Question 9

Script D - what **level** is the answer?

Level 1 - vague, little understanding of what a visualisation diagram is for

Level 2 - better understanding, strengths and/or weaknesses, possibly some improvements

Level 3 - good understanding, both strengths and weaknesses, thoughtful improvements, linked to target audience

Question 9

Script D - what level is the answer?

This session once again saw a wider range in responses which is reflecting the increased entry this session. Where centres have prepared candidates specifically for the exam using previous marks schemes, papers and reports, candidates produced clearly explained answers that showed a good understanding of the use of visualisation diagram in the pre-production process. Where poor performance on this question was seen, it demonstrated that candidates only know how to produce a visualisation diagram and that they do not understand why and how they are used. They were also not clear about what should be included to make the visualisation diagram more effective.

It should be noted that this question is the only place in the whole specification where quality of written communication is assessed. As a result, bullet pointed answers are not appropriate and will lead to marks being restricted for this question.

Question 9

Script A - what **level** is the answer?

Level 1 - vague, little understanding of what a visualisation diagram is for

Level 2 - better understanding, strengths and/or weaknesses, possibly some improvements

Level 3 - good understanding, both strengths and weaknesses, thoughtful improvements, linked to target audience

Question 9

Script E - what level is the answer?

9* Discuss the suitability of the content of the visualisation in **Fig. 4** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements. **[12]**

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

.....

.....

.....

Question 9

How to do well:

- **read the question** and the **stem**
- **look** at the diagram in detail
- **write**. In detail
- **remember** how the markscheme works
- **strengths** and **weaknesses**
- suggest **improvements**
- link to the **target audience** - name it
- don't use bullet points