

Our Planet is a new campaign with the purpose of increasing the awareness of environmental issues facing our planet. The campaign is targeted at ages 12 and up.

Several 30 second films will be made to explain each of the major environmental issues facing the planet. The films will be shown on various websites as well as on screens in cinemas during the adverts before films.

Figure 1 is a draft of a storyboard for a section of one of the 30 second films. The storyboard will be given to the camera crew who will create the film.

(a) Discuss the suitability of the content of the storyboard in **Figure 1** for the camera crew. You should include strengths, weaknesses and any areas for improvement.

**[12 marks]**

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

Question is level marked. The answer is looked at as a whole and the best fit is taken using the grid below.

The storyboard will be given to a CAMERA CREW to help shoot the product. Answers need to be in this context for Level 2+ - **are they given enough information and the right information?**

Marks	Answer	Answers may reference:
<b>Level 3 (9-12 marks)</b>	<p>Excellent understanding of the question with clear explanation of the suitability of the storyboard for the camera crew</p> <p>Both strengths and weaknesses included, with good balance between these</p> <p>Well thought through improvements suggested with some explanation in the context of the camera crew</p> <p>QWC: good use of subject-specific vocab and few errors in spelling and punctuation</p>	<ul style="list-style-type: none"> <li>• lack of detail – timings, camera shots etc...</li> <li>• some idea given of content of shots</li> <li>• some idea given of locations</li> <li>• allows camera crew to make technical decisions – e.g. types of camera, lighting etc...</li> </ul>
<b>Level 2 (5-8 marks)</b>	<p>Good understanding of the question with strengths and weaknesses both included, although the answer may be unbalanced. These generally apply to the camera crew as the audience</p> <p>Suggestions may be made for improvements, but may not be wholly suitable or explained</p> <p>At the top end of level 2 answers will clearly reference the product and use by the camera crew</p>	

	QWC: May be some errors in spelling and punctuation	
<b>Level 1 (1-4 marks)</b>	<p>Limited understanding of the use of a storyboard</p> <p>Vague answers with some strengths or weaknesses but not both</p> <p>Answer presented as a list</p> <p>QWC: May be errors in spelling and punctuation</p>	<p>ALL lists are Level 1 max.</p> <p>To get beyond level 1 an answer must be written in sentences and paragraphs</p>