

OCR Creative iMedia

R081: Mind Maps

Name: Class:

Mark

$$\dots / 50 \times 60 = \dots$$

Grade

PROJECT BRIEF

Now Look have asked you to create a TV advert for their new high end fashion store. The fashion they sell is smart casual and they cater for both men and women. The shops target audience are 25 to 35 year old professionals .

The TV advert needs to advertise Now Look's new winter collection. The advert should last for 30 seconds. They also require a version to show on their website.

KNOWLEDGE

- 1) Describe the **purpose** of a mind map.

.....
.....

[2]

- 2) State **four** items that need to be included on a storyboard.

1.
2.
3.
4.

[4]

- 3) Describe how you would change a physical mind map into a digital version.

.....

[2]

- 4) Identify the target audience for the mind map.

.....

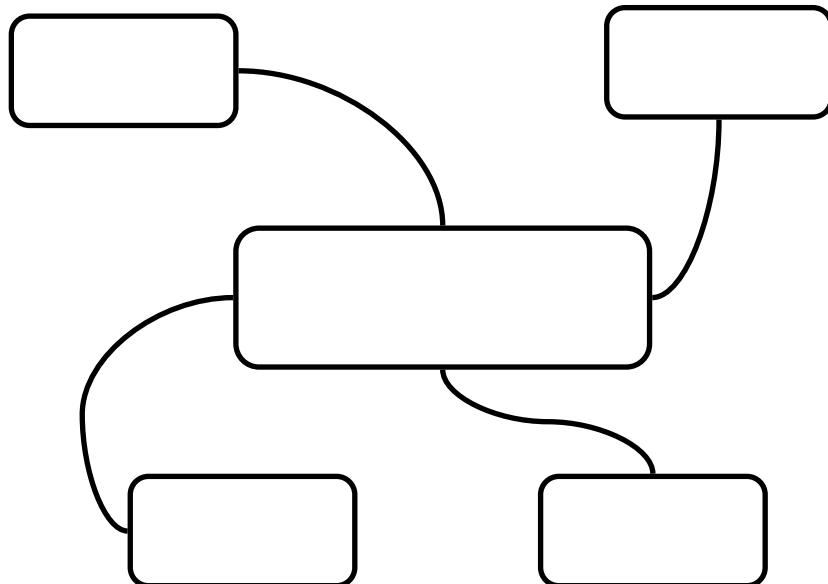
[1]

- 5) Explain how the mind map would be used for the Now Look magazine advert.

.....
.....
.....
.....

[2]

- 6) Label the parts of the mind map below.



[3]

CREATE

Using the project brief create a physical mind map for the Now Look magazine advert.

Marks will be awarded for:

- Structure
- Content
- Relevance

[12]

EXAM QUESTIONS

- 1) Youth# is a new youth centre. It is opening up ready for the start of the new school year so that there is somewhere for teenagers to go in the evening. It is a joint project between local youth workers and the Police Community Support Officers (PCSO). Youth# wants to develop a website to promote the centre. You have been asked to develop a number of pre-production documents to do this.

Youth# wants to set up a website that will allow teenagers in the town to find out more information about the centre.

Youth# has asked for a mind map of the website to be created.

State one purpose of a mind map when planning the website.

.....
.....

[1]

- 2) A sports company 'Quixsport' wants to promote a new range of clothing. They have asked you to prepare some ideas on how the new range of clothing could be promoted. Initially, they have asked for a series of pre-production documents before any advertisement or campaign is actually created.

A mind map/spider diagram will be used to generate ideas.

State one other purpose of a mind map/spider diagram.

.....
.....

[1]

- 3) Progressive Park is a theme park which has a new ride opening next summer. The new rollercoaster ride will allow riders to wear virtual reality goggles as they speed through different parts of the United Kingdom (UK) at various times in its history.

During the first project meeting about the new ride, ideas were expressed by different members of the design team.

Identify two items that would be included on this document.

1.
2.

[3]

- 4) Youth# is a new youth centre. It is opening up ready for the start of the new school year so that there is somewhere for teenagers to go in the evening. It is a joint project between local youth workers and the Police Community Support Officers (PCSO). Youth# wants to develop a website to promote the centre. You have been asked to develop a number of pre-production documents to do this.

Youth# has provided you with the following project brief:

We at Youth# want a new multimedia website that is modern in its look, is dynamic and interactive and appeals to the young people of the local area. The website needs to provide its users with enough information about the youth centre so that they know what is happening and when.

The youth centre has a coffee shop, basketball courts, table tennis, computer access and a music studio. It is open every evening, Monday to Friday, between 6 and 9 p.m. There will also be visits to other places such as ice-rinks and ten-pin bowling.

The website needs to launch on 5 July in time for the summer holidays. We also want to enable people to sign up to email alerts about news and events at Youth#.

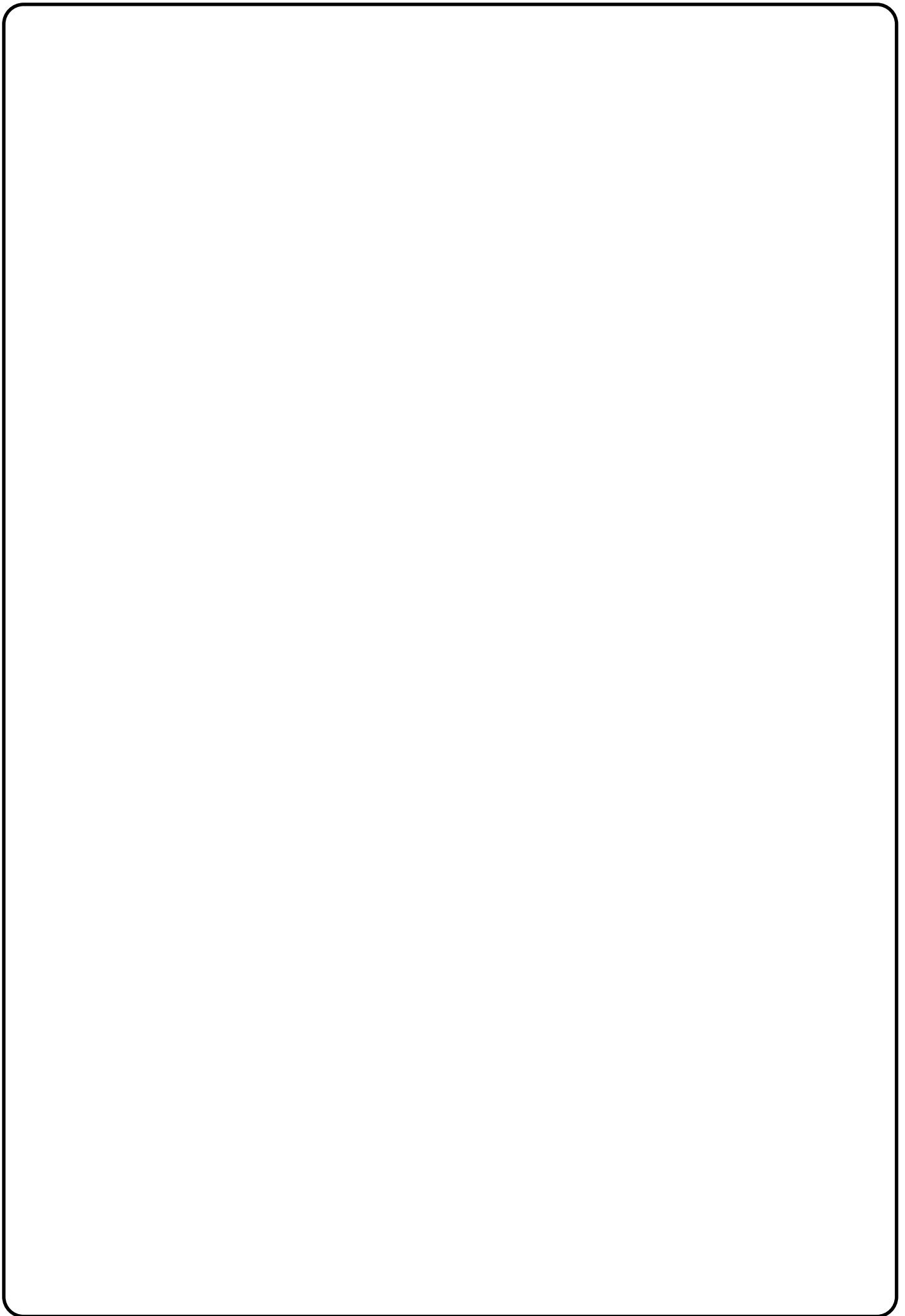
Using the information contained in the project brief, create a mind map of the possible content of the website.

Marks will be awarded for:

- Structure
- Contents
- Relevance

[12]

Create your mind map on the next page.



- 5) Kids–5–A–Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids–5–A–Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

The Kids–5–A–Day campaign will include a multimedia website aimed at improving the eating habits of children. It will provide recipes and advice in a fun and entertaining way.

You have been asked to create a pre–production mind map for the possible homepage of the website. This will be given to the web designer.

Marks will be awarded for:

- Structure
- Contents
- Relevance

[7]

