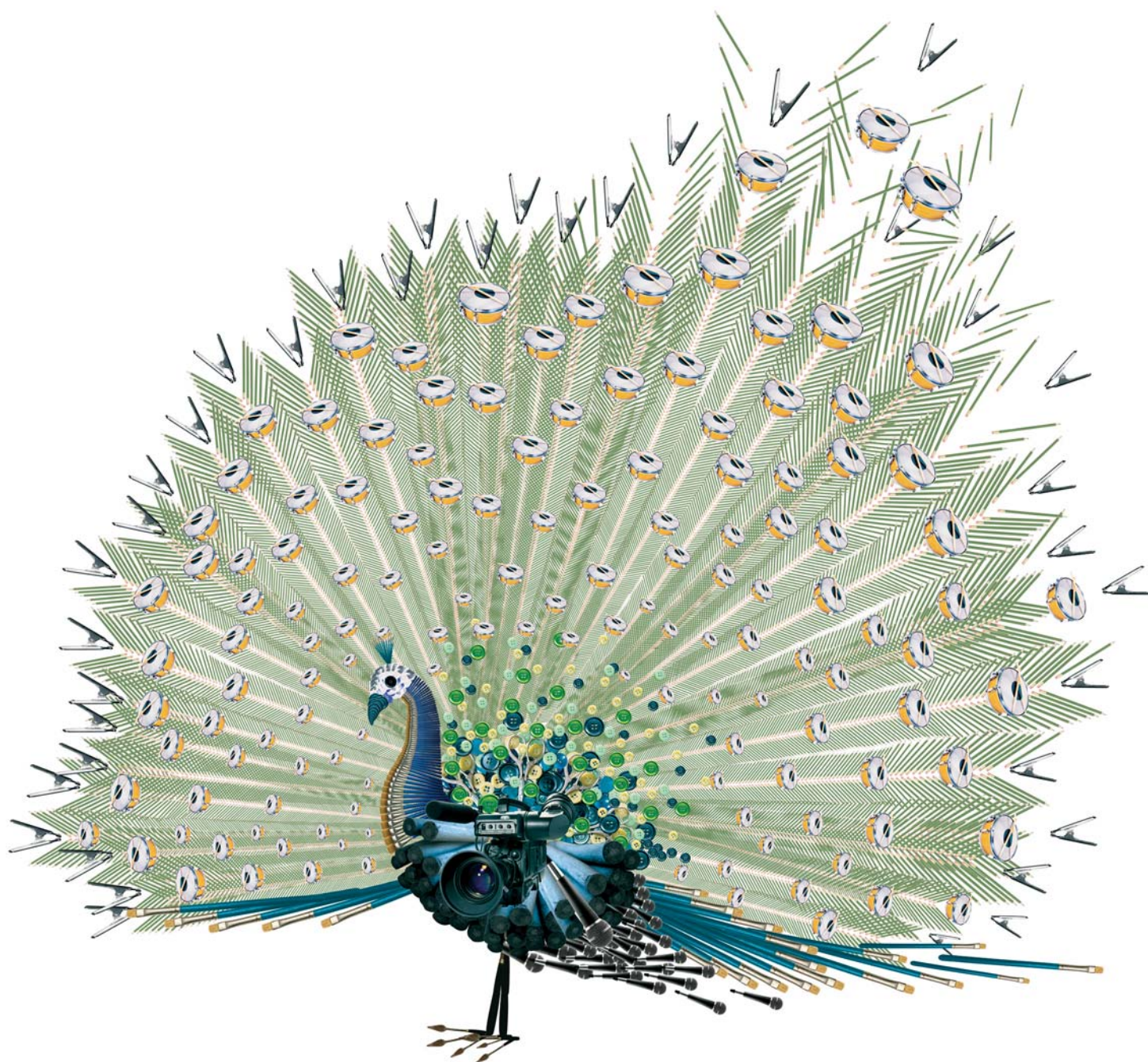


SPECIMEN PAPER

UNIT 4 - RESPONDING CREATIVELY



Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



Level 1 Diploma Principal Learning
Specimen Paper

Creative and Media

CM1U4W

Unit 4 Responding creatively

Date Time

Time allowed

- 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You **must** attach to this answer book the brief you have been set.

Information

- The maximum mark for this paper is 48.



CM1U4W

Answer **all** questions.

Responding to the Brief

1 Explain **two** ideas you considered as methods to complete the brief.

1 (a) Idea One

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

1 (b) Idea Two

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

2 Explain how your chosen method for completing the brief matches the needs of:

2 (a) the client

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

2 (b) the audience

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

Turn over for the next question

Research and Production

3 Describe **two** methods of research you used to meet the requirements of the brief.

3 (a) Method One

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

3 (b) Method Two

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

4 Identify and describe **two** important steps in your production process.

4 (a) Step One

.....

.....

.....

.....

.....

.....

(3 marks)

4 (b) Step Two

.....

.....

.....

.....

.....

.....

(3 marks)

Turn over for the next question

Review

5 When you presented your work describe the reactions you received from:

5 (a) the client

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

(3 marks)

5 (b) the audience

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

(3 marks)

6 Explain what you learned from:

6 (a) client feedback

.....

.....

.....

.....

.....

.....

(3 marks)

6 (b) audience feedback

.....

.....

.....

.....

.....

.....

(3 marks)

Turn over for the next question

7 Identify **two** improvements you would make in future productions for a similar brief.

7 (a) Improvement One

.....

.....

.....

.....

.....

.....

(3 marks)

7 (b) Improvement Two

.....

.....

.....

.....

.....

.....

(3 marks)

END OF QUESTIONS