

Plan 2

(Creative iMedia)

Week	Revision plan for Lessons	In Class Topics	Homework	Project Tasks	Resources
W / C 20 /2	Work plans	Revision mind map / revision cards	http://www.bluesquarething.co.uk/imedia/r081/examprep/wpexam1.pdf	Interactive multi media presentation – buttons, sounds , animation and transition	Blue Square Thing
	File Formats	Revision mind map / revision cards	http://www.bluesquarething.co.uk/imedia/r081/exam70/fmexam1.pdf		Blue Square Thing
	Client and User Requirements	Revision mind map / revision cards Paper 2020 exam questions	http://www.bluesquarething.co.uk/imedia/r081/examprep/wpexam2.pdf	Project Write up – tools and techniques used to create product	Knowledge Organizer

W / C 27 /2	Health and Safety	Revision mind map / revision cards Paper 2020 exam questions Exam Questions from 2020 Paper	2019 Exam Paper	Project work plan and planning documents / visualisation diagrams	
	Location Recci	Revision mind map / revision cards Paper 2021 exam questions			
	Legislation	Revision mind map for workplans / revision cards Paper 2020 exam questions		Assets table, legal and ethical write up	
W / C 6/ 3	Mock Exams				
W / C 13 /3	Mock Exams				

Client and User Requirements Exam Question

‘Urban DuoTeam’ is a new city centre-based sports event that is to be launched in the UK. Teams of two athletes will compete on mountain bikes on a specially built 5 km course before running 5 km around the city streets. Each athlete completes their ride and run before handing over to their team mate. The aim of the event is to bring a new exciting team sport to cities in the UK to help encourage people to get involved in sport. A sports drink company has already agreed to sponsor the competition which will take place in six cities.

Identify three requirements for the sports event

[3 marks]

Describe the target audience for the Urban DuoTeam event

[3 marks]

Work Plan Exam Questions

The first ‘Urban DuoTeam’ event will take place in May 2021 in Cardiff, with five other events taking place in June (Glasgow), July (Belfast), August (Leeds), September (London) and October (Birmingham). Each event needs to be promoted at the previous event so the posters for the next one need to be ready for that event. An Internet campaign will run all summer from April through to October. The travel magazine adverts need to be ready at the start of March.

A work plan will need to be created to develop the marketing campaign.

(a) Identify **two** milestones for the development of the marketing campaign.

1

2

[2]

(b) Identify **two** aspects of the work plan, other than milestones and activities.

1

2

[2]

(c) Explain what the term 'activities' means when used on the work plan.