

Winter Wonder is a new indoor winter sports venue that is being planned. It will include a variety of inter sports, including ice skating, snow boarding and sledging, all of which will take place inside an indoor play space.

Winter Wonder is going to use a TV advert to promote the new venue. A script is required for the advert.

(a) Identify **three** pieces of information that will be included in the script.

[3 marks]

Any three from: dialogue/word to be spoken [1], characters [1], stage directions [1], music directions [1], sound effect directions [1], slug line [1], location [1], time of day [1], timings [1], camera shots [1] etc...

(b) Other than the actors, identify **one** likely audience for the script.

[1 mark]

Any from: director, production crew, sound engineer, the client etc...

(c) Explain the purpose of the script for the Winter Wonder TV advert.

[2 marks]

One developed reason is more effective: for example, "to show the words [1] that each character will speak [1]"

Answer needs to be about the use of a script, not why a TV advert might be produced

(d) Identify **two** types of software that could be used to produce the script.

[2 marks]

Office software [1] Online tool such as Google Docs [1]

Total marks: 8