**OCR Cambridge Nationals – Creative Imedia**

**Year 9 Summer Project – Lemons**

**Scenario**
A small restaurant called ‘Lemons’, is opening more branches. They want a new look, including a logo, menu design, website and video advert. They have asked you to prepare some ideas for their promotional campaign. They require a series of pre-production documents before a massive promotion campaign is launched.

The below table will help you recap the documents used in Creative Imedia:

<table>
<thead>
<tr>
<th><strong>Scripts</strong></th>
<th><strong>MindMaps</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A document that contains the speech, audio and visual aspects</td>
<td>It can contain:</td>
</tr>
<tr>
<td>The purpose of a script is to:</td>
<td>- A central idea (central node)</td>
</tr>
<tr>
<td>- Show the direction and what happens in each scene</td>
<td>- Sub nodes (other key ideas)</td>
</tr>
<tr>
<td>- Show the dialogue between characters</td>
<td>- Branches to link ideas together</td>
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<tr>
<td>- Create the mood for a scene</td>
<td>- Colours</td>
</tr>
<tr>
<td><strong>Storyboards</strong></td>
<td><strong>MOODBOARDS</strong></td>
</tr>
<tr>
<td>A sequence of shots to plan out the scenes with notes about what is happening in each scene</td>
<td>A moodboard is a collage or a collection of sample ideas to create a mood</td>
</tr>
<tr>
<td>The purpose of a storyboard is to:</td>
<td>The purpose of a moodboard is to:</td>
</tr>
<tr>
<td>- Plans out the order of the scenes</td>
<td>- Generate and create ideas and to create the mood and feel for a product</td>
</tr>
<tr>
<td>- to get a visual idea of how the characters and scenes will look together</td>
<td>It can contain:</td>
</tr>
<tr>
<td><strong>It can contain:</strong></td>
<td>- Images</td>
</tr>
<tr>
<td>- Images/sketches</td>
<td>- Text/keywords</td>
</tr>
<tr>
<td>- Timings/durations</td>
<td>- Fonts</td>
</tr>
<tr>
<td>- Descriptions/Text</td>
<td>- Textures/Fabrics</td>
</tr>
<tr>
<td>- Speech</td>
<td>- Colours</td>
</tr>
<tr>
<td>- Camera angles/shots</td>
<td>- Sound/audio</td>
</tr>
</tbody>
</table>
Task One – Mind Map

The company Lemons wants you to think about how they can ‘re-brand’. Below are some things to think about and add them to your mind map.

If you want to use a mind mapping tool, try popplet https://popplet.com/
You don't have to use popplet. You can just use Powerpoint/Slides or do it on paper.
Things you can include:
Who are the target audience?
What food do Lemons sell?
What colours? fonts? layout?
What mood/style (sophisticated, casual etc) could Lemons have?
Who are the target audience? How old are they? Gender? Hobby? Lifestyle?
What key words are in the design brief scenario?

Tips
Looking at a similar restaurant website/video advert (look at relevant examples) helps you think about what you could include in your work and helps to inspire you later. Add as much as you can.
Task Two – Design a LOGO for Lemons

The company Lemons needs you to create an advert for their new restaurant

You can create this on any software application – postermywall, Adobe Spark or you can create it from scratch

![Lemon Logo]

This Photo by Unknown Author is licensed under [CC BY-SA]

Task Three – Create a Mood board

Show the ‘feel’ of Lemons, what will it look like, what is the colour scheme, who are the customers.

Use images from the internet. And your mind map to get ideas of what to add to the mood board - cram it with as much as you can.
You can also have more than one mood board e.g. one for the target audience and one for the food & house style for Lemons
Who are the target audience?
What food do Lemons sell? What sort of colours/fonts/layout/mood could Lemons have?

Task Four – create a Storyboard for TV advert

Lemons want an advertisement.
You will find loads of storyboard templates on the internet or use the one on the next slide.
You might want to do this on paper to make a DETAILED storyboard.
Stick people are OK - don't worry if you are not good drawing, the key is making a clear storyboard with plenty of detail

Task Five – Write a script for your TV advert

For all the characters in your advert write a script with details of who says what!
Task Six – Create a Menu for Lemons

What food do Lemons sell? What sort of colours/fonts/layout/mood could Lemons have?

Extension Tasks

- Record your advert as an audio file
- Film your advert using family or animate with items around your home

To hand in....

Use one google slides or power point presentation with a task on each slide

Then you only hand in one thing

Any pen and paper tasks can be photographed on your phone and uploaded to your Google Slides or Powerpoint

Enjoy – Mrs Tait