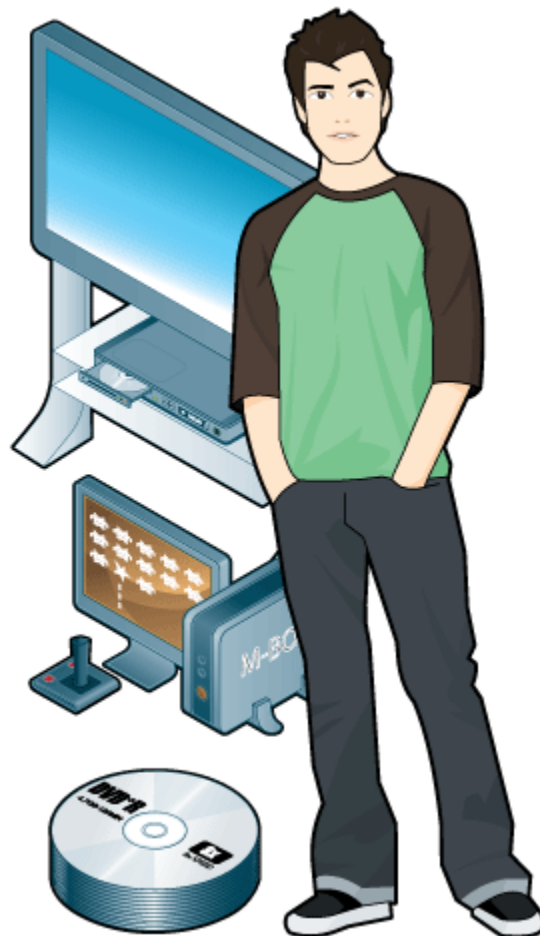


iteachyou.co.uk



Design and produce interactive multimedia products

**Part of the Yodafone Project
Based on OCR Nationals (2010)**



Learning outcomes

By completing this unit candidates will develop an understanding of the range of features and techniques used to make interactive multimedia products effective by evaluating existing products.

They will use the knowledge and understanding gained to inform the design and creation of a new interactive multimedia product to meet the requirements of a client brief. Candidates will develop their skills in sourcing appropriate components for an interactive multimedia product. Using their creative skills, they will use a range of tools and techniques in the multimedia software to integrate and embed a range of components to produce an interactive, multimedia product. They will acquire the knowledge, understanding and skills required to test different aspects of interactive multimedia products, evaluating their suitability for purpose and audience.

Candidates must design and create a solution using multimedia software. The use of web authoring software is not appropriate for this unit. A simple mainly linear product created by the candidate will not meet the requirements for this unit.

Candidates will be able to:

- review existing interactive multimedia products
- design an interactive multimedia product
- source and store suitable multimedia elements
- create the interactive multimedia product
- test the interactive multimedia product
- seek feedback and suggest improvements.

Scenario

- Yodafone International is a mobile phone company based in the Dagobah system. In their main office there are a number of employees who help with the day-to-day running. Yodafone have planned to launch 12 new mobile phone shops around England. They have asked for a number of advertising materials to be created which include a TV advert, a radio advert and a multimedia interactive product. Tom who is a multimedia designer needs you to help research, design and produce a multimedia product to promote Yodafone's new range of phones, accessories and tariffs.
- After discussing the multimedia product requirements with Tom you have found out:
 - The target audience of this multimedia product will be home users (not business) so will need to have special offers tailored to this user type.
 - The purpose of this product is to advertise the latest: Phones, Pay as you go tariffs & offers, and Contract tariffs & offers.
 - The multimedia product needs to...
 - be created using presentation software.
 - be multi-pathway and interactive containing a range of multimedia elements. (e.g. Images, Text, Sound, Animation & Video)
 - have a minimum of 12 slides.
 - be eye catching and suitable for the target audience.
- You will need to conduct some research to see what latest mobiles are around and what your latest Tariff's should be. Make sure you collect and save any pictures, descriptions and specifications whilst doing your research.

Topics

- AO1 - Identify the effects of ICT on the individual
- AO2 - Plan the production of graphic images for a client
- AO3 - Source and store suitable multimedia elements.
- AO4 - Create the interactive multimedia product.
- AO5 - Test the multimedia product.
- AO6 - Seek feedback and suggest improvements.

AO1 - Identify the effects of ICT on the individual

	Pass	Merit	Distinction
	Candidates list and give an explanation of the good and not so good features of three different interactive multimedia products. Candidates will identify at least one technique/element from their research to use or avoid in their own interactive multimedia product.	Candidates identify the aim of the interactive multimedia product. Candidates give a detailed explanation of the good and not so good features of at least three interactive multimedia products, and suggest possible improvements. Candidates will identify at least one technique/element from their research to use or avoid in their own interactive multimedia product. They explain why they will use/avoid this technique/element in their interactive multimedia product.	Candidates identify the aim and the audience of the interactive multimedia product. Candidates give a thorough explanation of the good and not so good features of at least three interactive multimedia products, and suggest a range of valid improvements to help the product meet its aims. Candidates will identify techniques/elements from their research to use or avoid in their own interactive multimedia product. They explain why they will use/avoid these techniques/elements in their interactive multimedia product.
	Info: - In this task you will review a multimedia product to get ideas for your own product design. Task: - Use worksheet Appendix 1a to review one of these online interactive educational games - Reach for the sky - Apartment 13	Info: - In this task you will review a multimedia product to get ideas for your own product design. Task: - Use worksheet Appendix 1b to review one of these online interactive educational games - Reach for the sky - Apartment 13	Info: - In this task you will review a multimedia product to get ideas for your own product design. Task: - Use worksheet Appendix 1c to review one of these online interactive educational games - Reach for the sky - Apartment 13
	Info: - In this task you will review a multimedia product to get ideas for your own product design. Task: - Use worksheet Appendix 1a to review an interactive multimedia CD-ROM. (CD-ROMs can be found in the start menu) - Joining the Navy	Info: - In this task you will review a multimedia product to get ideas for your own product design. Task: - Use worksheet Appendix 1b to review an interactive multimedia CD-ROM. (CD-ROMs can be found in the start menu) - Joining the Navy	Info: - In this task you will review a multimedia product to get ideas for your own product design. Task: - Use worksheet Appendix 1c to review an interactive multimedia CD-ROM. (CD-ROMs can be found in the start menu) - Joining the Navy
	Info: - In this task you will review a multimedia product to get ideas for your design. Task: - Use worksheet Appendix 1a to review one of these interactive multimedia website. http://getmiro.com http://uk.barbie.com http://www.callcosts.ie http://www.noddy.com/uk	Info: - In this task you will review a multimedia product to get ideas for your design. Task: - Use worksheet Appendix 1b to review one of these interactive multimedia website. http://getmiro.com http://uk.barbie.com http://www.callcosts.ie http://www.noddy.com/uk	Info: - In this task you will review a multimedia product to get ideas for your design. Task: - Use worksheet Appendix 1c to review one of these interactive multimedia website. http://getmiro.com http://uk.barbie.com http://www.callcosts.ie http://www.noddy.com/uk

AO2 - Plan the production of graphic images for a client

	Pass	Merit	Distinction
	Candidates give purpose and audience for the product. A basic plan, house style and navigation system is produced. A simple storyboard covering the main elements is provided. The designs may lack structure	Candidates give purpose and audience for the product. A detailed plan, house style and navigation system is produced. A storyboard covering the main elements is provided. The designs have a clear structure.	Candidates are thorough in their description of purpose and audience for the product. A detailed plan, appropriate house style and effective navigation system is produced. A storyboard covering all elements is provided.
	Info: - In this task you will specify the purpose and audience for your multimedia product. Task: Complete worksheet Appendix 2a	Info: - In this task you will specify the purpose and audience for your multimedia product. Task: Complete worksheet Appendix 2a	Info: - In this task you will specify the purpose and audience thoroughly for your multimedia product. Task: Complete worksheet Appendix 2a
	Info: - In this task you will create a basic design for your multimedia product's house style. Task: Complete worksheet Appendix 2c	Info: - In this task you will create a detailed design for your multimedia product's house style. Task: Complete worksheet Appendix 2c	Info: - In this task you will create a detailed and effective design for your multimedia product's house style. Task: Complete worksheet Appendix 2c
	Info: - In this task you will create a basic design for your multimedia product's navigation. Task: Complete worksheet Appendix 2b	Info: - In this task you will create a detailed design for your multimedia product's navigation. Task: Complete worksheet Appendix 2b	Info: - In this task you will create a detailed and effective design for your multimedia product's navigation. Task: Complete worksheet Appendix 2b
	Info: - In this task you will create a simple storyboard to cover the main elements of all 12 slides of your multimedia product. Task: Complete worksheet Appendix 2d	Info: - In this task you will create a storyboard to cover the main elements of all 12 slides of your multimedia product. Task: Complete worksheet Appendix 2d	Info: - In this task you will create a storyboard to cover all elements of all 12 slides of your multimedia product. Task: Complete worksheet Appendix 2d

AO3 - Source and store suitable multimedia elements.

	Pass	Merit	Distinction
	Candidates will source and store multimedia elements including: text, images and sound. Some acknowledgement of sources given.	Candidates will source and store multimedia elements including: text, images, sound and animation. Acknowledgement of most sources given.	Candidates will source and store multimedia elements including: text, images, sound, video and animation. Accurate acknowledgement of all sources given.
	Info: - In this task you will source and store appropriate text, images and sound. Task: - Find text, images and sound to be used in your multimedia product acknowledging their source location in worksheet Appendix 3a. - For each element you store you must source it in this worksheet - Download and save the text, images and sound and save them in your AO3 folder.	Info: - In this task you will source and store appropriate text, images, sound and animation. Task: - Find text, images, sound and animation to be used in your multimedia product acknowledging their source location in worksheet Appendix 3a. - For each element you store you must source it in this worksheet - Download and save the text, images, sound and animation and save them in your AO3 folder.	Info: - In this task you will source and store appropriate text, images, sound, animation and video. Task: - Find text, images, sound, animation and video to be used in your multimedia product acknowledging their source location in worksheet Appendix 3a. - For each element you store you must source it in this worksheet - Download and save the text, images, sound, animation and video and save them in your AO3 folder.

AO4 - Create the interactive multimedia product.

	Pass	Merit	Distinction
	The interactive multimedia product makes some use of: alternative pathways, hyperlinks and multimedia effects. Some elements may not work as intended. The interactive multimedia product contains: text, images and sound.	The interactive multimedia product makes good use of: alternative pathways, hyperlinks, user interaction and multimedia effects. Most elements work as intended. The interactive multimedia product contains: text, images, sound and animation.	The interactive multimedia product makes effective use of: alternative pathways, hyperlinks, user interaction and multimedia effects. All elements work as intended. The interactive multimedia product contains: text, images, sound, video and animation.
	Info: - In this task you will create your multimedia product based on your designs. Task: - Using a blank new PowerPoint create 12 slides - Edit your master slide to hold your house style and navigation buttons. - Your product must make some use of: - alternative pathways to allow the user to navigate - hyperlinks - multimedia effects - Your product must contain your text, images and sound sourced in the previous task.	Info: - In this task you will create your multimedia product based on your designs. Task: - Using a blank new PowerPoint create 12 slides - Edit your master slide to hold your house style and navigation buttons. - Your product must make good use of: - alternative pathways to allow the user to navigate - hyperlinks - user interaction - multimedia effects - Your product must contain your text, images, sound and animation sourced in the previous task.	Info: - In this task you will create your multimedia product based on your designs. Task: - Using a blank new PowerPoint create 12 slides - Edit your master slide to hold your house style and navigation buttons. - Your product must make effective use of: - alternative pathways to allow the user to navigate - hyperlinks - user interaction - multimedia effects - Your product must contain your text, images, sound, animation and video sourced in the previous task.

AO5 - Test the multimedia product.

	Pass	Merit	Distinction
	Candidates will test their multimedia product, ensuring that all pathways and other internal hyperlinks work effectively.	Candidates will test their multimedia product, ensuring that all pathways and other internal hyperlinks work effectively. The tests will cover most of the main areas of their multimedia product and will be appropriate e.g. - pathways through the interactive multimedia product - additional hyperlinks (internal and external) - use of consistent house style - use of different components - interactive elements - suitability for target audience - purpose of interactive multimedia product - ease of use If, as a result of the testing, problems are identified candidates will indicate any action that is required to solve the problems.	Candidates will test their multimedia product, ensuring that all pathways and other hyperlinks work effectively. The tests will cover all main areas of their interactive multimedia product and will all be appropriate e.g. - pathways through the interactive multimedia product - additional hyperlinks (internal and external) - use of consistent house style - use of different components - interactive elements - suitability for target audience - purpose of interactive multimedia product - ease of use If, as a result of the testing, problems are identified candidates will indicate any action that is required to solve the problems and will carry out any necessary action. For the tests carried out, candidates will provide evidence showing before and after changes where appropriate.
	Info: - In this task you will test your multimedia product works effectively. Task: - Use worksheet Appendix 5a to help you test your multimedia product.	Info: - In this task you will test your multimedia product works effectively. Task: - Use worksheet Appendix 5b to help you test your multimedia product.	Info: - In this task you will test your multimedia product works effectively. Task: - Use worksheet Appendix 5b to help you test your multimedia product.
			Info: - In this task you will make improvements to your multimedia product. Task: - Make improvements to your multimedia product based on the problems identified in testing. - Provide evidence (in the form of annotated print-screens) showing before and after improvements have been made. - Save the print-screens into a blank new word document and save this into your Unit 4 AO5 folder as Improvements

AO6 - Seek feedback and suggest improvements.

	Pass	Merit	Distinction
	Candidates seek feedback from a test user or through peers. They suggest a possible improvement that could be made to the product.	Candidates seek feedback from a test user or peers and through self-evaluation of their product. They suggest valid improvements that could be made to the product.	Candidates seek a range of feedback from a test user or peers and through detailed self-evaluation of their product. They suggest valid improvements that could be made to the product, providing details on how these could be achieved.
	Info: - In this task you will seek feedback from peers. Task: - Print off worksheet Appendix 6a twice and have two friends evaluate your multimedia product.	Info: - In this task you will seek feedback from peers. Task: - Print off worksheet Appendix 6a twice and have two friends evaluate your multimedia product.	Info: - In this task you will seek a range of feedback from peers. Task: - Print off worksheet Appendix 6a twice and have two friends evaluate your multimedia product.
	Info: - In this task you will suggest an improvement for your own product. Task: - Print off worksheet Appendix 6a and suggest a possible improvement that could be made to the product.	Info: - In this task you will perform a self-evaluation of your own product. Task: - Use this worksheet Appendix 6b to evaluate your own multimedia product	Info: - In this task you will perform a detailed self-evaluation of your own product. Task: - Use this worksheet Appendix 6b to evaluate your own multimedia product.
		Info: - In this task you will suggest a range of improvements for your own product. Task: - Use this worksheet Appendix 6c to suggest a range of possible improvements that could be made to the multimedia product.	Info: - In this task you will suggest a range of improvements for your own product and provide details on how these could be achieved. Task: - Use worksheet Appendix 6c to suggest a range of possible improvements that could be made to the multimedia product and provide details on how these could be achieved.

6c - improvements

Appendix 1a

1 - Type of multimedia product (e.g. Presentation/website/CDROM)
2 – Source location (e.g. URL/DVD-drive)
3 - Name of organisation/product
4 – List the <u>good</u> features of the multimedia product
5 – List the <u>not so good</u> features of the multimedia product
6 – Identify at least 1 technique/element to use/avoid in your own interactive multimedia product.

Appendix 1b

1 - Type of multimedia product (e.g. Presentation/website/CDROM)
2 – Source location (e.g. URL/DVD-drive)
3 - Name of organisation/product
4 – Identify the aim
5 – Give a <u>detailed</u> explanation of the <u>good</u> features of the multimedia product
6 – Give a <u>detailed</u> explanation of the <u>not so good</u> features of the multimedia product
7 – Suggest possible valid improvements to help the product meet its aims.
8 – Identify at least 1 technique/element to use/avoid in your own interactive multimedia product and explain why you will use/avoid this technique/element.

Appendix 1c

1 - Type of multimedia product (e.g. Presentation/website/CDROM)
2 – Source location (e.g. URL/DVD-drive)
3 - Name of organisation/product
4 – Identify the aim
5 – Identify the audience
6 – Give a <u>thorough</u> explanation of the <u>good</u> features of the multimedia product
7 – Give a <u>thorough</u> explanation of the <u>not so good</u> features of the multimedia product

8 – Suggest a range of valid improvements to help the product meet its aims.

9 – Identify techniques/elements to use/avoid in your own interactive multimedia product and explain why you will use/avoid these techniques/elements.

Appendix 2a – Multimedia Product Plan

1 – What is the purpose of the multimedia product Yodafone have asked you to make?

2 – Who is the target audience for the multimedia product?

3 – How many slides will you have and what will their content be?

4 – What multimedia elements do you intend to use and why?

5 – How will you make your product interactive?

Appendix 2b – Navigation Plan

1 – What type of navigation structure will you have and why?

2 – Sketch the navigation structure below adding in navigation lines

Appendix 2c – Master Slide Design

1 – What house style will you use and why? (consider: layout, colour schemes and text styles)

2 – Sketch your master slide – add detailed labelled explaining your layout, colour schemes and text styles.

Name: _____

Storyboard

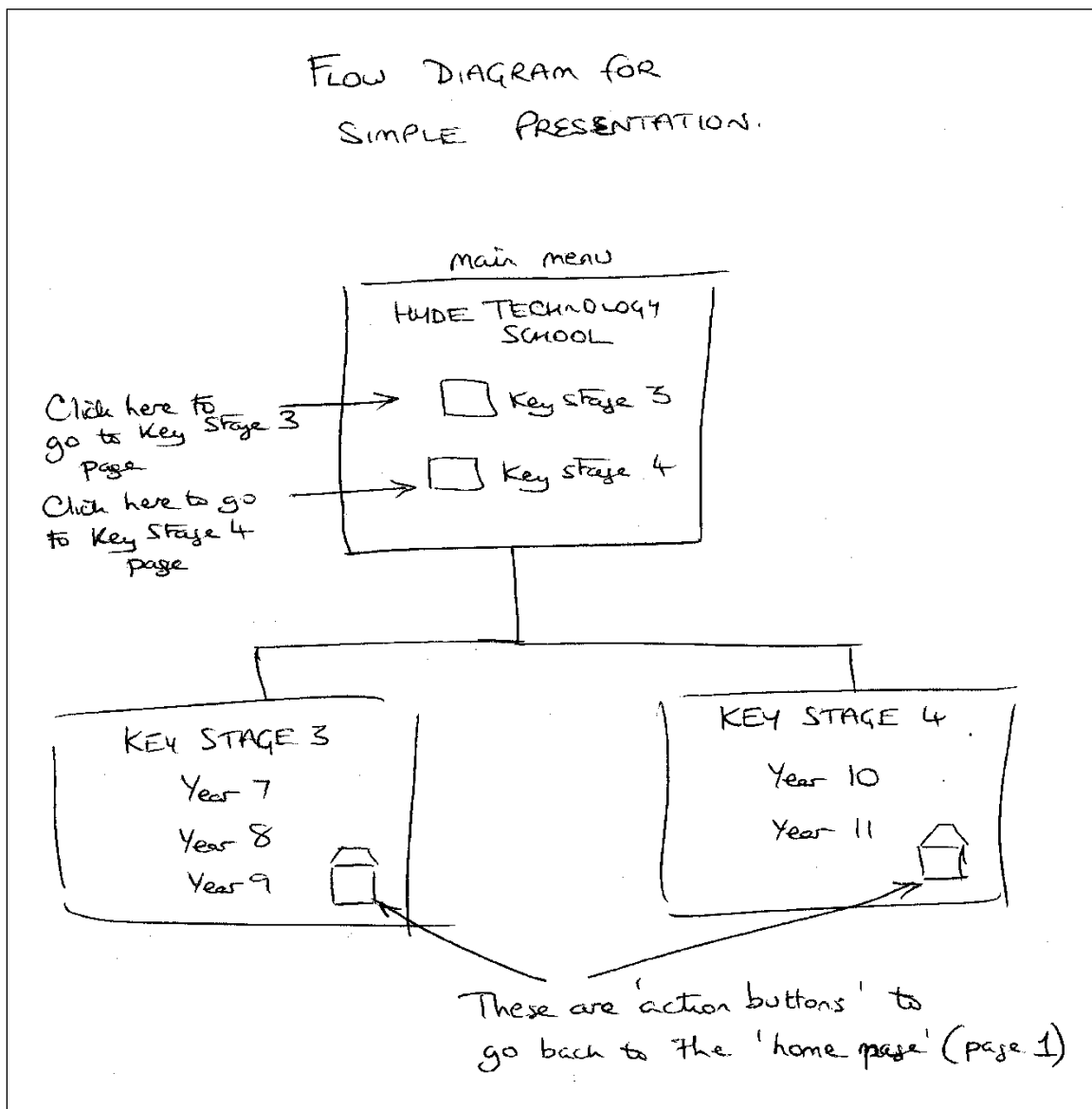
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[illegible]

Simple flow diagram – using pencil and paper

YOUR flow diagram will be larger - and may need more pages - depending on how many slides you plan to include.

Show the layout of each slide and where the hyperlinks are set to allow for alternative pathways.



Appendix 3a – Navigation Plan

Images, text, sounds, animations and video clips used in my multimedia product

Use the table below to list the filenames of the images, text and sounds/videos/animations that you plan to include in your slideshow/website. Save it in your Unit 4 folder before you add any information.

It is important that you list all the files that you plan to use.

[illegible]

Appendix 5a – Basic Test Table

Test your multimedia product to ensure it is fit for purpose. If you identify an issue suggest how it can be fixed.

Slide	Pathways	Hyperlinks	Problems to fix
Example	All work	All work apart from email address link	To correct the problem with the email hyperlink I need to correct the spelling mistake.
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
Explain how the product suitable for the intended audience.			
Explain how the product is suitable for the intended purpose.			
Test the ease of use of the multimedia product.			

Appendix 5b – Test Table

Test your multimedia product to ensure it is fit for purpose. If you identify an issue suggest how it can be fixed.

Slide	Pathways (What slides does it link to and are they appropriate?)	Hyperlinks (Do the internal & external hyperlinks work?)	House-Style (Are the text styles, layout & colour schemes appropriate?)	Components (Text, images, sound, video, animation, transitions, effects)	Interactivity (What interactivity do you have and is it appropriate?)	Issues to fix
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

Explain how the product is suitable for the intended audience.

Explain how the product is suitable for the intended purpose.

Test the ease of use of the multimedia product.

Presentation made by: _____

Title of Presentation: _____

General comments about the presentation.

What parts of the presentation have been done well?

What parts of the presentation have not been done well?

Do you think it is aimed at the intended audience?

Have consistent techniques been used?

Can you suggest some improvements that could be made to the presentation?

Appendix 6b – Own Presentation Evaluation

	Screen shot of slide	Strengths (say why)	Weaknesses (say why)	Possible improvements	
1					
2					
3					
4					
5					
6					

7

8

9

10

11

12

Appendix 6c – Own Presentation Evaluation Improvements

1 - Suggest a range of improvements to make your multimedia product better.

(Distinction candidates must provide details on how they can be achieved)

Improvement 1

Improvement 2

Improvement 3

Improvement 4

Improvement 5

Presentation made by: _____

Title of Presentation: _____

Presentation reviewed by: _____

General comments about the presentation.

1. List three parts of the presentation that have been done well?

2. What parts of the presentation have not been done well?

3. Do you think it is aimed at the intended audience?

4. Have consistent techniques been used?

5. Can you suggest some improvements that could be made to the presentation?

Presentation made by: _____

Title of Presentation: _____

Presentation reviewed by: _____

General comments about the presentation. *(This should be done by the person that made the presentation!)*

What parts of the presentation have been done well?

What parts of the presentation have not been done well?

Do you think it is aimed at the intended audience?

Have consistent techniques been used?

Can you suggest some improvements that could be made to the presentation?

General comments about the presentation.

*(This should be done by the person who **reviews** the slideshow!)*

What parts of the presentation have been done well?

What parts of the presentation have not been done well?

Do you think it is aimed at the intended audience?

Have consistent techniques been used?

Can you suggest some improvements that could be made to the presentation?
