Scenario

Music Makers

Assignment for learners Interactive media product

You work as a developer for Soundcast, a music management company who promotes and distributes UK music including bands, artists and songwriters. They are wanting to develop a new multimedia website to promote their new group.

Soundcast have asked for a new interactive multimedia product to be developed that can be viewed on a number of devices. The product will be targeted at a wide range of users and be used to advertise the band whilst also allowing consumers to buy musical material.

They require the that the relevant information is easy to find and that the product is not overly complex to use.

The purpose of the product is to:

* • raise the profile of the band
* • be a source of information on the band to encourage more fans and publicity
* • To increase sales and video views.

You have been tasked with the design and development of this interactive product. The product must contain:

* • a minimum of six pages/screens
* • a minimum of two forms of interactivity
* • images, animation, audio and/or video.

The product must also be:

* • easy to use
* • provide the user with a positive experience
* • provide relevant and up-to-date information about the band.
* • links to social media

All content produced must be original and produced by you. However, images, video, music or animations from copyright-free sources may be used, but must be referenced

Scenario

Cambridge Junction

Assignment for learners Interactive media product

You work as a developer for Cambridge Junction, an entertainment venue in Cambridge who host music, comedy, theatre, dance and events. They are wanting to develop a new multimedia website to promote their event programme.

Cambridge Junction have asked for a new interactive multimedia product to be developed that can be viewed on a number of devices. The product will be targeted at a wide range of users and be used to advertise the venue whilst also allowing consumers to buy tickets and merchandise.

They require the that the relevant information is easy to find and that the product is not overly complex to use.

The purpose of the product is to:

* • raise the profile of the venue
* • be a source of information on shows and events
* • To increase ticket sales.

You have been tasked with the design and development of this interactive product. The product must contain:

* • a minimum of six pages/screens
* • a minimum of two forms of interactivity
* • images, animation, audio and/or video.

The product must also be:

* • easy to use
* • provide the user with a positive experience
* • provide relevant and up-to-date information about the venue
* • links to social media

All content produced must be original and produced by you. However, images, video, music or animations from copyright-free sources may be used, but must be referenced.

Scenario

Council InfoPoint

Assignment for learners Interactive media product

You work as a developer for WestWay MultiMedia Solutions (WWMS). The company has been approached by the town council to develop a new multimedia information system for the town.

Members of the council are aware of advancements in modern technology and want to use these to advertise the town and inform people of what is available. The council have asked for a new interactive multimedia product to be developed that can be viewed on a number of devices. The product will be targeted at a wide range of users but especially at:

* • visitors to the town who are looking for information about the town
* • local people who are looking for information about upcoming events.

This will require that the relevant information is easy to find and that the product is not overly complex to use.

The purpose of the product is to:

* • raise the profile of the town on the internet
* • be a source of information for locals about what events are happening.

The council have also decided that they want to place a number of information kiosks around the town where people will be able to view and use this product to find out information about the town and its events. These kiosks will be touch screen operated.

You have been tasked with the design and development of this interactive product. The product must contain:

* • a minimum of six pages/screens
* • a minimum of two forms of interactivity
* • images, animation, audio and/or video.

The product must also be:

* • easy to use
* • provide the user with a positive experience
* • provide relevant and up-to-date information about the town.

All content produced must be original and produced by you. However, images, video, music or animations from copyright-free sources may be used, but must be referenced.

**Unit 4 Checklist**

Task 1: Existing interactive products (This task should take between 2 and 3 hours.)

**Learning Outcome 1: Be able to compare interactive media products, is assessed in this task.**

Your task is to:

Produce a document to show to the town council that describes existing interactive media products. The products can be from a number of different platforms.

|  |  |  |
| --- | --- | --- |
| Pass | page11image6696  Merit | Distinction |
| P1: Describe interactive media products | page11image11544 |  |
| Evidence | | |
| P1  The document could be created in variety of formats including word processed, presentation, audio or video report and should describe a minimum of three different existing interactive media products.  The three different existing interactive media products should cover a range of the purposes covered in the teaching content. | | |

Task 2: Delivery platforms  
(This task should take between 2 and 3 hours.)

**Learning Outcome 1: Be able to compare and contrast interactive media products, is assessed in this task.**

Your task is to:

Produce a document to show to the town council that compares and contrasts the use of different platforms to deliver interactive media products. You should also consider the different formats that can be used to deliver these interactive media products and any issues that may occur.

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| --- | --- | --- |
| Pass | Merit | Distinction |
|  | M1: Compare and contrast the use of different platforms and formats for delivering interactive media products |  |
| page12image14168Evidence | | |
| M1  The document could be created in a word processed or presentation format and should compare and contrast the use of different delivery platforms for at least three different interactive media products. The document should include images to illustrate the comparisons and contrasts.  The document must give detailed reviews of the products and compare how the products differ depending upon the delivery platform and format being used. | | |

Task 3: Planning the production. (This task should take between 1 and 2 hours.)

**Learning Outcome 2: Be able to initiate, plan and design a new interactive media product to a client brief, is assessed in this task.**

Your task is to:

Create a production schedule for the creation of the interactive media product for the brief given to you. This task can be carried out alongside task 4.

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| Pass | Merit | Distinction |
| **P3: Produce a plan for the creation of the interactive media product from the generated ideas** |  |  |
| Evidence | | |
| The production plan should include appropriate deadlines for the following: P3   * • Design phase * • Creation phase * • Testing phase   The production schedule can be presented in word processed document, spreadsheet or project software. The document should clearly show varied aspects of the production process (i.e. tasks, resource, timescales, milestones) | | |

Task 4: Create ideas for the client. (This task should take between 2 and 3 hours.)

**Learning Outcome 2: Be able to initiate, plan and design a new interactive media product to a client brief, is assessed in this task.**

Your task is to:  
Create ideas to show to the client for the interactive media product in response to the brief.

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| Pass | Merit  page14image7552 | Distinction |
| P2: Generate ideas for a new interactive media product for a client brief  \*Synoptic assessment from Unit 2 Pre-production and planning |  |  |
| Evidence | | |
| The outline ideas for the new interactive media product can be presented in a written or video format. The outline ideas must include:  P2  A specification document that identifies:  o The purpose o Target audience o Client needs o User needs o Delivery format o Platforms for use on  The evidence should include:   * • Outline designs * • A mood board * • Navigation map   •Storyboards | | |

Task 5: Designing the production. (This task should take between 3 and 5 hours.)

**Learning Outcome 2: Be able to initiate, plan and design a new interactive media product to a client brief, is assessed in this task.**

Your task is to:

Create fully annotated designs for the interactive media product that are consistent with industry standards.

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| Pass | Merit | Distinction |
|  | M2: Explain the legal and ethical issues relating to product idea. | D1: Justify the planned interactivity and range of media content to meet a client brief |
| **Evidence** | | |
| Your evidence must include industry standard pre-production documents as shown below:  M2  Annotated designs and layouts for a minimum of six pages Accurate navigation maps Annotated visualisation diagrams of screens and pages that clearly show:  o All elements and assets  o Colour schemes and font styles  oInteractive elements  o Sources for content  Considerations of the relevant legal and ethical issues that affect the interactive media product including accessibility issues.  o Benefits of using interactive elements  o Limitations that will affect product  D1 including:  Justifications of designs and content related to the client and target audience needs | | |

Task 6: Creating the interactive media product (This task should take between 3 and 6 hours.)

**Learning Outcome 2: Be able to create a planned interactive media product, is assessed in this task.**

Your task is to:

Generate content and create the interactive media product, optimising it for use on a number of platforms to meet the clients’ needs

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| Pass | Merit | Distinction |
| P4: Create the planned interactive product | M3: Create a graphical user interface combining media elements with user interactivity | D2: Demonstrate optimisation techniques across the interactive media product |
| Evidence | | |
| **P4**  You must produce the materials required for the interactive media product and the final working interactive media product itself including the graphic user interface.  **M3** Your evidence must include relevant documentation that shows:   * • Creation of interactive media product showing the creation and use of aspects that create consistent page layouts and architecture (e.g. template, css, page styles) * • Optimisation for use on the platforms stated to provide a high quality user experience * • A final interactive media product of a high standard. D2   The product should:   * • Use appropriate software * • Include a minimum of images and text * • At least two forms of interactivity | | |

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Task 7: Testing the final interactive media product works

(This task should take between 2 and 3 hours.)

**Learning Outcome 2: Be able to test the new interactive media product, is assessed in this task.**

Your task is to:

Test that the final interactive media product works correctly and meets the needs of the client and audience.

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| Pass | Merit | Distinction |
| **P5: Conduct testing on the finished interactive media product.** |  |  |
| **page17image12760Evidence** | | |
| Your evidence must include:  **P5**  Detailed test plan  o Test each page/screen work o All functionality works o Readability o Usability  o Accessibility Target audience feedback Client feedback  Audience and client feedback evidence could take the form of:  •Questionnaires •Interviews | | |

Evidence Checklist

OCR Level 3 Cambridge Technicals in Digital Media

Unit 4: Interactive media product

LEARNER NAME:

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| --- | --- |
| **For PASS have you:** (as a minimum you have to show you can meet every pass criterion to complete the unit) | Where can your tutor find the evidence? Give page no(s)/digital timings, etc. |
| P1: Described interactive media products |  |
| P2: Generated ideas for a new interactive media product for a client brief |  |
| P3: Produced a plan for the creation of the interactive media product from the generated ideas |  |
| P4: Created the planned interactive product |  |
| P5: Conducted testing on the finished interactive media product | page18image19888 |

|  |  |  |  |
| --- | --- | --- | --- |
| page18image22280 | **For Merit have you:** | page18image23408 | Where can your tutor find the evidence? Give page no(s)/digital timings, etc. |
|  | | |
| M1: Compared and contrast the use of different platforms and formats for delivering interactive media products | | | page18image28560 |
| M2: Explained the legal and ethical issues relating to product idea. | | |  |
| M3: Created a graphical user interface combining media elements with user interactivity | | | page18image34568page18image35368 |

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| **page18image36832** | **For Distinction have you:** | page18image38120 | Where can your tutor find the evidence? Give page no(s)/digital timings, etc. |
|  | | |
| D1: Justified the planned interactivity and range of media content to meet a client brief | | |  |
| D2: Demonstrated optimisation techniques across the interactive media product | | |  |