

# Y11 iMedia – Autumn 1 – Interactive Media Product

Section A: Key vocabulary	
Vocab	Definition
Design Brief	A short statement of what is required from a design.
Purpose	The reason for which something is done or created
Colour Scheme	Colour is used to show a mood, theme or feeling
Typography	Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.
Source	A place, person, or thing from which something originates or can be obtained
Processes	A series of actions or steps taken in order to achieve a particular end
Techniques	A technique is a method of doing something

### Section B: Software

**PowerPoint:**


Inserting a still image:  
Insert > Pictures

Inserting a hyperlink/action:  
Insert > Hyperlink or Action

Insert a video:  
Insert > Video

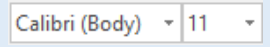
Inserting a form (used on a contact us page)  
Insert > Form

Change background colour: Click Design and format background




Change the body font

1. Click Home
2. Change Font



Remember to check all hyperlinks work!



#### Unit 2 Grading Criteria

Grading descriptors	Example
<b>Pass:</b> Production process will show application of technical skills in meeting the brief and <u>responding</u> to any straightforward problems that arise	Evidence of some technical skills in the creation and manipulation of assets and in authoring the interactive media product, to meet the requirements of the brief and addressing straightforward technical and creative problems and issues that arise during the production process.
<b>Merit:</b> Production process will show the <u>effective</u> application of technical skills in meeting the brief and <u>solving</u> any straightforward problems that arise	Evidence of effective technical skills in the creation and manipulation of assets and in authoring the multimedia product, meeting the requirements of the brief and finding solutions to straightforward technical and creative problems and issues that arise during the production process.
<b>Distinction:</b> Production process will show the <u>consistent and effective application</u> of technical skills in meeting the brief and <u>efficiently solving</u> any straightforward problems that arise	Evidence of consistently effective technical skills in the creation and manipulation of assets and in authoring the final multimedia product, effectively meeting the requirements of the brief and finding efficient solutions to straightforward technical and creative problems and issues that arise during the production process.

### Section C: File Types

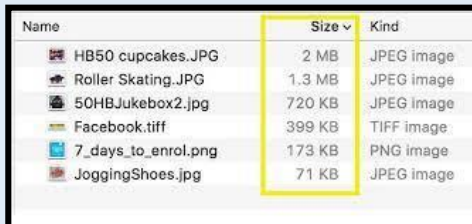
ppt	A presentation format used by Microsoft PowerPoint
jpg	A common picture file format
png	Portable Graphics Format, most frequently used uncompressed raster image format on the internet
gif	A format for image files that supports both animated and static images
svg	A format used by vector graphic design
html	The file extension for pages on the Web
mp4	A multimedia format commonly used for Videos
MP3	An audio coding format for sound or music files
pdf	A common document format for viewing and sharing on the web

**File Size:**

Consider file type before saving assets

Advantages of smaller file size:

- Web page will load faster
- Use less bandwidth

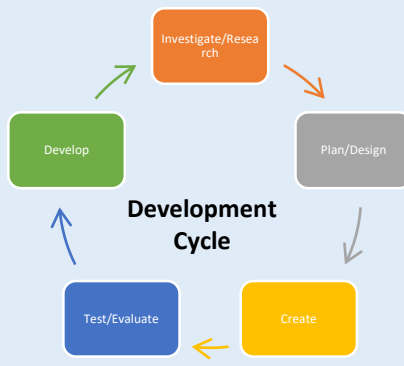


Name	Size	Kind
HB50 cupcakes.JPG	2 MB	JPEG image
Roller Skating.JPG	1.3 MB	JPEG image
50HBJukebox2.jpg	720 KB	JPEG image
Facebook.tiff	399 KB	TIFF image
7_days_to_enrol.png	173 KB	PNG image
JoggingShoes.jpg	71 KB	JPEG image

# Y11 iMedia – Autumn 2 – Exam Content

Section A: Key vocabulary	
Vocab	Definition
Brief	The instructions that are given to explain a task or assignment
Plan	A detailed proposal
Target Audience	A particular group at which a product is aimed
Mood board	An arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept
Wireframe	An image or set of images which displays the functional elements of a website or page, typically used for planning a site's structure and functionality
Site Map	A sitemap is a diagrammatic representation of a hierarchical system
House Style	Basically a house style is a set of rules which state how all documents and written communication from a business should be formatted
Interactive	Allowing a two-way flow of information between a computer and a computer-user
Evaluate	Making a judgment
Gantt Chart	Project management tool assisting in the planning and scheduling of projects of all sizes

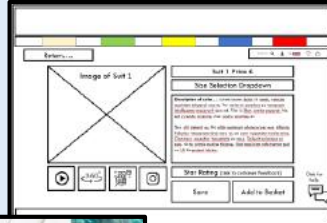


### Section B: Planning and Creating



**Development Cycle**

**Planning 5 hours (36 marks)**  
**40%**

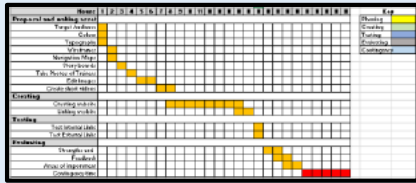
Explanation of product  
Target audience/end user  
House Style  
Typography  
Wireframe(s)  
Sketch  
Features  
Time Management  
Technical Aspects  
Sourcing

**Making 9 Hours (45 Marks)**  
**50%**

Use PowerPoint and Fireworks to create a website

**Tips**  
Asset Width = 1000px  
Hyperlink each button on PowerPoint  
Directory/folder structures  
Appropriate file types and exporting options (see Aut 1 knowledge organiser)



### Section C: Evaluating

**Evaluation 1 Hour (9 Marks)**  
**10%**

You must now suggest ways to improve your interactive media product in relation to the brief, justifying your suggestions.

**How have you met the brief?  
How to improve your interactive media product?**

You must refer to:


- technical skills
- processes (such as hardware and software)
- assets (how they were sourced and created and their appropriateness to the product, audience and client).

Refer back to the brief and write clear and constructive comments of how you would improve the media product.

Exam Reminders:  
Use appropriate folder structure and naming  
Root / Home / Contact / About / New etc...

Use appropriate file types and name:  
HomeButton  
HomeButtonR

Spell check all work



Spelling

Check all tasks are labelled

Test ALL links on your website work and navigate you to the correct location.

Check assets are stored in the correct folder but DO NOT move once website is fully developed.