OCR
Oxford Cambridge and RSA

Unit Title:	Interactive multimedia design
Level:	3
Sub-level:	Unit 310
Credit value:	6
Guided learning hours:	50

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of interactive multimedia design for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the project planning and creation process:

- Candidates will investigate different types of interactive multimedia design environments and discuss the features and where they are used
- Create and maintain a project plan for the creation of an interactive multimedia design to the client brief
- Create and edit the interactive multimedia design
- Evaluate the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of interactive multimedia products and the implications of these in the Creative Media sector. The learner will also learn how to exploit such technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1.Be able to investigate interactive multimedia environments to inform the planning process	1.1 Research and explain the current and historical use of a range of interactive multimedia products including a) the use of multi media design principles b) sourcing multimedia assets 1.2 Investigate the capabilities/limitations of software applications and digital technology to deliver multimedia products	Candidates should investigate a range of interactive multimedia products. A range indicates a minimum of 5 existing professional products eg web sites, games, information kiosks, mobile phone applications. Candidates should explore the different types of design principles (e.g. screen layout, user interaction, narrative, navigation, GUI controls, colour, sound, video, animation) A minimum of 5 should be researched. Candidates should look at the technical and non-

		technical limitations that affect the design of multimedia products (e.g. bandwidth, use of plug-ins, players, platform, technology, compatibility. Cost, specification, fitness for purpose, target audience). Candidates should look at the need to maintain an up-to-date knowledge and awareness of current technologies, languages, tools and best practice that are relevant to interactive media product development.
2 Be able to plan a multimedia product to a client brief	2.1 Identify client requirements based on their brief to include the target audience 2.2 Generate a range of original ideas for the product and review with the client, identifying the a) parameters b) constraints c) preferred solutions 2.3 Create a storyboard of sketches including images, sounds and interaction where appropriate 2.4 Identify the industry standard multimedia software to be used 2.5 Identify the scripting and/or layering of the product design 2.6 Create and maintain a project plan to include a) tasks b) timescales c) resources 2.7 Identify key stages, production constraints and contingency planning 2.8 Describe the legal and ethical issues regarding all aspects of the multimedia production	Candidates should develop a range of 3 ideas to show to the client, these may be evidenced as mood boards, spider diagrams as applicable. Candidates should discuss design principles (e.g. client needs, colours, legibility, display sizes, templates, image attributes, interaction, and control.) candidates should also identify constraints that affect any decisions made(e.g. asset manipulation, file formats) The storyboard may be created manually and scanned for evidence or may be created digitally by the candidate Industry standard interactive multimedia software does not include the use of presentation software and is not acceptable at this level. Candidates should understand planning methods and select the most appropriate to the work. They should identify any assets needed and their sources The candidate should develop and show evidence of using a project plan throughout their work changing timings, if needs

	2.9 Source the assets identified for use in the interactive multimedia product 2.10 Create the assets identified for use in the interactive multimedia product	be, as the project progresses Assets sourced could include: • Images • Graphics • Video clips • Sounds (eg background music) Assets created could include: • Edited digital images from scanner, camera or drawn vector graphics • Digital video that has been recorded and repurposed • Sounds (eg recorded and edited narration, voiceovers) • Animations • Hand drawn images Assets should be sourced/created and saved in suitable formats for multimedia content (e.g. jpeg, mp3, mp4, rtf, swf, wav)
3. Be able to produce, test and export a multimedia product	3.1 Import assets 3.2 Structure the multimedia product using scripting and/or layering to add interactivity and navigation 3.3 Apply additional effects and controls to enhance the product 3.4 Apply naming conventions and good file management techniques 3.5 Create and use a detailed test plan to check for functionality 3.6 Correct any identified faults and retest using the test plan 3.7 Optimise the multimedia product 3.8 Save and export the multimedia product in a	Assets to be imported are those identified in the plan. Industry standard software must be used to enable the candidate to incorporate the scripting and/or layering features to include: • interactivity and behaviours • navigation • programming and/or scripting Additional effects and controls candidates may include: • timelines • interactive hotspots • buttons Testing should ideally be carried out with the target audience. Candidates must ensure that their finished product would be suitable for presenting to

	format that can be read by the client without specialist software 3.9 Organise electronic files using appropriate naming conventions to facilitate access by others	a client; this includes the spelling, grammar and consistency of any text and fonts used in addition to the identified criteria.
4 Understand how to evaluate the multimedia product against the original brief	4.1 Identify parameters and constraints that influenced any decisions that were made 4.2 Critically evaluate the quality of the finished product and its fitness for purpose 4.3 Evaluate the multimedia product with the client and analyse feedback 4.4 Identify areas for improvement and further development of the multimedia product, using your own critical evaluation and the analysis of client feedback 4.5 Review the technical and aesthetic qualities of the final outcome	Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose Obtain feedback from the client and/or the target audience Identify parameters and constraints that influenced decisions made. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given

Assessment

Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

Evidence requirements

This unit aims to equip the candidate with the ability to produce professional work for a client to create the interactive multimedia design to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to produce a completed product and to use the necessary tools and source the required resources as appropriate.

1   Candidates should present a report or presentation to show their research and investigations, discussing the use and purpose of interactive multimedia design.

2   A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of interactive multimedia design to meet the brief. Candidates should be able to produce a project plan to create and manage the interactive multimedia design.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation and maintained throughout the project.

3   Be able to produce the interactive multimedia design in line with their plan to include:

- Importing identified assets
- Structuring the multimedia product using scripting and/or layering to add interactivity and navigation
- Applying additional effects and controls to enhance the product
- Applying naming conventions and good file management techniques
- Creating and using a detailed test plan to check for functionality
- Correcting any identified faults and retesting using the test plan.
- Optimising the multimedia product
- Saving and exporting the multimedia product in a format that can be read by the client without specialist software

These produced files should be digitised for submission although candidates should be encouraged to create them digitally initially.

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

4   Candidates should prepare an evaluation file to compare the finished product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the interactive multimedia product with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the interactive multimedia product using their own critical evaluation and the analysis created from the client feedback.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions) identifying what they would do differently if faced by a similar task and why.

You should refer to the 'Admin Guide: Vocational Qualifications (A850)' for Notes on Preventing Computer-Assisted Malpractice.

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
310	Interactive multimedia design	IM1 IM6	Work Effectively in Interactive Media Use Authoring Tools To Create Interactive Media Products
		IM10 IM16	Initiate Interactive Media Projects Plan Content For Web And Multimedia Products

Resources

Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used. Other equipment may include cameras, microphones and props.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850).*