OCR
Oxford Cambridge and RSA

Unit Title:	Interactive multimedia concepts
Level:	2
OCR unit number:	210
Credit value:	5
Guided learning hours:	40
Unit reference number:	H/600/7715

Unit purpose and aim

This unit helps learners to understand the basics of multimedia concepts 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 planning and creation process:

- Candidates will explore different types of multimedia technologies, products and where they are used
- Plan a multimedia product to the client brief
- Create and edit the multimedia product
- Review 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 multimedia technologies and products, and the implications of these in the Creative Media sector. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1. Be able to investigate interactive multimedia technologies and products	1.1 Research a range of interactive multimedia products identifying where they are used 1.2 Describe the purpose of these interactive multimedia products 1.3 Research and list the advantages and disadvantages of using interactive multimedia products 1.4 Identify the appropriate computer hardware, peripherals and software	Candidates should investigate a range of interactive multimedia products. A range indicates a minimum of 3 existing professional products e.g. web sites, games, information kiosks, mobile phone applications. Candidates should identify the purpose of interactive multimedia products (e.g. Entertainment, Education, Advertising) Candidates should describe the advantages and disadvantages of using each of these products in their identified context Candidates should consider

	required to create and view an interactive multimedia product 1.5 Identify the limitations of bandwidth on accessing the interactive multimedia product 1.6 Identify file formats supported by media players	bandwidth for internet and network distribution Candidates should list a range of file formats that could be used and a list of players that they are supported by.

2. Be able to plan an interactive multimedia product to a specific brief	2.1 Identify client requirements based on their brief to include the target audience
	
	2.2 Create a work plan to produce an original Interactive multimedia product, to include
	
	   a) assets
	
	   b) resources
	
	   c) timescales
	
	2.3 Create a storyboard of sketches and identify sources for assets
	
	2.4 Apply the design principles to your sketches
	
	2.5 Identify assets to be created and sourced, non-linear navigation structure and interactivity
	
	2.6 List copyright implications of any assets to be sourced
		The plan will include details of client requirements, activities to be carried out with proposed timescales and deadlines, assets to be sourced and equipment to be used.
		
		Candidates should create sketches or drawings of ideas
		
		Design principles could include: non-linear structure, screen size interaction, narrative, navigation, GUI
		
		Content type should include
		
		  o Vector drawings/graphics
		
		  o Text
		
		  o Animation/video
		
		  o Enhanced visual effects
		
		  o Sound effects/music
		
		  o Interactivity (e.g. buttons rollovers)
		
		  o Navigation features (e.g. links)

3. Be able to create save and test the interactive multimedia product	3.1 Source the assets identified for use in the interactive multimedia product 3.2 Create the assets identified for use in the interactive multimedia product 3.3 Create the interactive multimedia product to the plan 3.4 Save and export the interactive multimedia product in the required format as specified by the	Identify the location of assets (e.g. web, DVD/CD games, mobile technology Candidates should source the assets to the plan Use the planned content as appropriate to create the product The interactive multimedia product should be saved/exported inappropriate size and format relating to quality and platform. Candidates should test their interactive multimedia product

	client brief	and make any improvements required. Candidates should correct and retest as appropriate.
	3.5 Check the exported interactive multimedia product works	
	3.6 Organise electronic files using appropriate naming conventions to facilitate access by others	
	3.7 Develop and use a test plan to test the interactive multimedia product	
	3.8 Correct any identified faults and apply improvements based on the test plan	
4. Understand how to review the interactive multimedia product against the original brief	4.1 Critically review the finished product with the client and record feedback	Critical personal review, commenting on the quality of finished product and its fitness for purpose
	4.2 Describe the quality of the finished product.	The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.
	4.3 Explain the fitness for purpose of the finished product.	
	4.4 Identify parameters and constraints that influenced decisions made	Candidates should review the Virtual Performance against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc
	4.5 Produce accurate written records of relevant information about assets obtained, such as	
	a) source ownership	
	b) any restrictions on use	
	c) where they are located and filenames given	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 work for a client to create an interactive multimedia product 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 understanding of multimedia technologies and products.

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

Candidates should create sketches or drawings of ideas.

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

The planning document clearly meeting all the learning outcomes must be submitted for moderation.

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

- Sourcing the assets identified for use in the interactive multimedia product

- Creating the assets identified for use in the interactive multimedia product

- Creating the interactive multimedia product to the plan

- Saving and exporting the interactive multimedia product in the required format as specified by the client brief

- Checking the exported interactive multimedia product works

- Developing and using a test plan to test the interactive multimedia product

- Correct any identified faults and apply improvements based on the test plan, then retest.

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 a review 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 review of the quality of the finished products and their fitness for purpose. A review of the interactive multimedia product with the client must be recorded and a record of feedback.

In this critical review candidates should also identify areas for improvement and further development of the multimedia product.

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 a compressed digital format.

Students should produce critical review reflecting upon how successfully 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		
210	Interactive multimedia concepts	IM1	Work Effectively in Interactive Media
		IM6	Use Authoring Tools To Create Interactive Media Products
		IM16	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.

Additional information

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