

Unit 4: Design and Produce Multimedia Products

Student Name:

Teacher:

Date:

| Assessment Objective | Pass | Merit | Distinction |
|---|--|--|--|
| AO1 <i>Review several existing multimedia products</i> | Candidates list and give an explanation of the good and not so good features of three different multimedia products. | Candidates identify the aim of the multimedia product. Candidates give a detailed explanation of the good and not so good features of at least three multimedia products, and suggest possible improvements. | Candidates identify the aim and the audience of the multimedia product. Candidates give a thorough explanation of the good and not so good features of at least three multimedia products, and suggest a range of valid improvements to help the product meet its aims. |
| AO1 NOTES | AO1: P M D | | |
| AO2 <i>Design a multimedia product</i> | Candidates give purpose and audience for the product. A basic plan, housestyle 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, housestyle 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 housestyle and effective navigation system is produced. A storyboard covering all elements is provided. The designs are well structured. |
| AO2 NOTES | AO2: P M D | | |
| AO3 <i>Source and store suitable multimedia elements.</i> | 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. |
| AO3 NOTES | AO3: P M D | | |

Student Name:**Teacher:****Date:**

| Assessment Objective | Pass | Merit | Distinction |
|---|---|--|--|
| AO4 <i>Create the multimedia product</i> | The multimedia product makes some use of: alternative pathways, hyperlinks and multimedia effects. Some elements may not work as intended. The multimedia product contains: text, images and sound. | The multimedia product makes good use of: alternative pathways, hyperlinks, user interaction and multimedia effects. Most elements work as intended. The multimedia product contains: text, images, sound and animation. | The multimedia product makes effective use of: alternative pathways, hyperlinks, user interaction and multimedia effects. All elements work as intended. The multimedia product contains: text, images, sound, video and animation. |
| AO4 NOTES | AO4: P M D | | |
| AO5 <i>Seek feedback and suggest improvements</i> | 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. |
| AO5 NOTES | AO5: P M D | | |

Overall grade awarded for this unit: **PASS** **MERIT** **DISTINCTION** (Circle ONE grade) **Signature:** _____