Unit 4: Design and produce multimedia products (LEVEL 2)

Learning outcomes

By completing this unit candidates will develop knowledge and understanding of developing and using multimedia products.

Candidates will be able to:

- review several existing multimedia products

- design a multimedia product

- source and store suitable multimedia elements

- create the multimedia product

- seek feedback and suggest improvements.

It is anticipated that a candidate will require 60 guided learning hours to complete this unit.

Assessment objectives	Knowledge, understanding and skills
1 Review several existing multimedia products	**At least 3** different multimedia products should be reviewed eg: • interactive multimedia websites • educational and recreational computer games • online and CD ROM/DVD ROM presentations • commercial advertisements on CD ROM/DVD ROM For each multimedia product reviewed, candidates should: • identify the intended audience • identify the good and not so good features • state the aims of the multimedia product • comment on how the aims are met • if the aims are not met why not? • suggest possible improvements
2 Design a multimedia product	Produce design documentation eg: • define purpose and audience • plan of the product eg site map/plan • house style • navigation system • storyboard • flowchart
3 Source and store suitable multimedia elements	Collect a range of multimedia elements eg: • text • photographs • other graphics including drawings and clipart • video clips • animations • sound • own material(s) Acknowledge source(s)

Assessment objectives	Knowledge, understanding and skills
4 Create the multimedia product	Multimedia product to include eg: • alternative pathways ie user selects own route through the product • range of multimedia elements • hyperlinks eg to websites, pop-ups, return to start • user interaction • multimedia effects eg transitions, hide/show, animations, other
5 Seek feedback and suggest improvements	Feedback eg: • test users/peer feedback • self-evaluation • questionnaires/checklists • interviews Based on feedback suggest improvements to the product

Assessment

This unit is centre assessed and externally moderated.

In order to achieve this unit, candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

This unit must not be evidenced by use of a simple website. It is intended that candidates use appropriate multimedia software eg MS PowerPoint, Matchware Mediator, Macromedia Flash, other.

Candidates will need to provide portfolio evidence for this unit using a range of suitable and appropriate techniques. These may include written and typed documentation, printouts, screenshots, video, audio presentation and computer files.

The assessment objectives must be assessed separately. The evidence requirements for some, however, can be linked together. For example, the evidence for Assessment Objective 3 should lead directly to the creation of a multimedia product for Assessment Objective 4.

Evidence for Assessment Objective 1 should take the form of a review of existing examples of different multimedia products. These reviews should then be used to inform the design and development of the candidate's own multimedia product.

Evidence for Assessment Objective 2 must include: details of the audience the product is intended for, purpose, plan of the product, a house style and navigation system and a storyboard. A flowchart may be included if for example a multimedia quiz is produced, showing the different routes through the quiz. The plan of the product may be as simple as a site plan indicating the number of screens in the products and the links. The house style and navigation system may be presented graphically to show the layout and format of the screens. The storyboard is more in-depth and should contain details of the elements to be included on each screen.

Evidence for Assessment Objective 3 should indicate the source of text, photographs, drawings, clipart, video, animation, sound and other materials created by the candidate for use in the product. The material collected by the candidate must be appropriate for their multimedia product. Candidates must show some evidence of acknowledging sources.

Evidence for Assessment Objective 4 should include printouts of each screen, clear enough to show the elements used. Annotation will be required to explain how these features work as intended. For higher grades candidates should aim to use a wide range of multimedia features in their product. All multimedia products must include some user interaction in the form of the user choosing their own pathway through the product ie a menu page which shows the different sections of their product and allows users to access these.

For Assessment Objective 5 candidates must seek feedback about their product and based on this feedback must suggest possible improvement(s). For distinction candidates will be required to suggest how improvements could be implemented, however, they will not be required to carry out these improvements.

Signposting to Key Skills

✓ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C2.1a	✓	ICT2.1	✓	N2.1	✓
C2.1b	✓	ICT2.2	✓	N2.2	✓
C2.2	✓	ICT2.3	✓	N2.3	✓
C2.3	✓				

Mapping to National Occupational Standards

National Occupational Standards	Reference ID	Title
IT Users	MSU2	Make selective use of IT Level 2
IT Users	PS2	Presentation software Level 2
IT Users	PS3	Presentation software Level 3

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were correct at the time of production.

Books

Online textbook: http://www.oup.co.uk/oxed/secondary/col/ict/

Stephen Doyle   *Applied ICT GCSE*
                                     Nelson Thornes Ltd - ISBN: 0-7487-5747-3

Websites

ICT GCSE Interactive Learning   http://www.ictgcse.org.uk/
This site provides ICT GCSE's latest news and updates

Project GCSE http://www.projectgcse.co.uk/it/
Provides links to useful practice questions

BITESIZE revision http://www.bbc.co.uk/schools/gcsebitesize/ict/
A secondary revision resource for GCSE exams

Microsoft PowerPoint glossary http://www.intelligentedu.com/microsoft_powerpoint_glossary.html
This site provides a Microsoft PowerPoint glossary

http://www.accd.edu/spc/it/ttc/powerpt/default.htm
This site is provides a tutorial designed for users with little or no experience of using Microsoft office applications

St Phillip's College Technology Training Centre
http://www.torc.staffs.sch.uk/ict/GNVQICT/unit7/u7skills/u7skillist.htm
Provides information on the skills and knowledge involved in Presentation and Promotion

Free On-line Dictionary of Computing   http://foldoc.doc.ic.ac.uk/foldoc/index.html
A dictionary of computing

Grading

Assessment Objective	Pass	Merit	Distinction
AO1 Review several existing multimedia products	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.
AO2 Design a multimedia product	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.
AO3 Source and store suitable multimedia elements.	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.
AO4 Create the multimedia product	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.

Assessment Objective	Pass	Merit	Distinction
AO5 Seek feedback and suggest improvements	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.