

Unit 4: Design and produce interactive multimedia products (2010)

Student Name: _____

Teacher: _____

Date: _____

Assessment Objective	Pass	Merit	Distinction
AO1 <i>Review existing interactive multimedia products</i>	Candidates list and give an explanation of the good and not so good features of three different interactive multimedia products. Candidates will identify at least one technique/element from their research to use or avoid in their own interactive multimedia product.	Candidates identify the aim of the interactive multimedia product. Candidates give a detailed explanation of the good and not so good features of at least three interactive multimedia products, and suggest possible improvements. Candidates will identify at least one technique/element from their research to use or avoid in their own interactive multimedia product. They explain why they will use/avoid this technique/element in their interactive multimedia product.	Candidates identify the aim and the audience of the interactive multimedia product. Candidates give a thorough explanation of the good and not so good features of at least three interactive multimedia products, and suggest a range of valid improvements to help the product meet its aims. Candidates will identify techniques/elements from their research to use or avoid in their own interactive multimedia product. They explain why they will use/avoid these techniques/elements in their interactive multimedia product.
AO1 NOTES	AO1: P M D		
AO2 <i>Design an interactive multimedia product</i>	Candidates give purpose and audience for the product. A basic plan, house style 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, house style 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 house style 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		
AO4 <i>Create the interactive multimedia product</i>	The interactive multimedia product makes some use of: alternative pathways, hyperlinks and multimedia effects. Some elements may not work as intended. The interactive multimedia product contains: text, images and sound.	The interactive multimedia product makes good use of: alternative pathways, hyperlinks, user interaction and multimedia effects. Most elements work as intended. The interactive multimedia product contains: text, images, sound and animation.	The interactive multimedia product makes effective use of: alternative pathways, hyperlinks, user interaction and multimedia effects. All elements work as intended. The interactive multimedia product contains: text, images, sound, video and animation.
AO4 NOTES	AO4: P M D		
AO5 <i>Test the multimedia product</i>	Candidates will test their multimedia product, ensuring that all pathways and other internal hyperlinks work effectively.	Candidates will test their multimedia product, ensuring that all pathways and other internal hyperlinks work effectively. The tests will cover most of the main areas of their multimedia product (as shown in the KUS) and will be appropriate. If, as a result of the testing, problems are identified candidates will indicate any action that is required to solve the problems.	Candidates will test their multimedia product, ensuring that all pathways and other hyperlinks work effectively. The tests will cover all main areas of their interactive multimedia product (as shown in the KUS) and will all be appropriate. If, as a result of the testing, problems are identified candidates will indicate any action that is required to solve the problems and will carry out any necessary action. For the tests carried out, candidates will provide evidence showing before and after changes where appropriate.
AO5 NOTES	AO5: P M D		
AO6 <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.
AO6 NOTES	AO6: P M D		

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