

Cambridge NATIONALS LEVEL 1/2

CREATIVE iMEDIA

Cambridge
NATIONALS

Sample Learner Work
with commentary

Unit R087: Creating interactive multimedia products
LO2 - Be able to plan interactive multimedia products

Version 1

CONTENTS

Introduction	3
Learning Objective 2 – Be able to plan interactive multimedia products	4
MB1	
Marking commentary on MB1 sample learner work	6
Suggested improvements to progress sample learner work to MB2	6
Learning Objective 2 – Be able to plan interactive multimedia products	7
MB3	
Marking commentary on MB3 sample learner work	14
Why it was awarded MB3 not MB2	14

INTRODUCTION

This is a guide for teachers so that you can see how we would mark work, Cambridge Nationals are designed to give the learners the project and let them create the work.

The guide contains sample learner work for Unit R087 Learning Outcome 2 (Be able to plan interactive multimedia products), graded at Marking Band 1 (MB1) and Marking Band 3 (MB3).

The accompanying commentary explains why each piece of work was awarded its grade.

For MB1 graded work, additional guidance has been added to suggest improvements that could be made to make it an MB2 graded piece of work.

For MB3 graded work, additional guidance has been added to explain why it was awarded that grade and not the lower grade of MB2.

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Learning Objective 2 – Be able to plan interactive multimedia products

MB1

SAMPLE LEARNER WORK

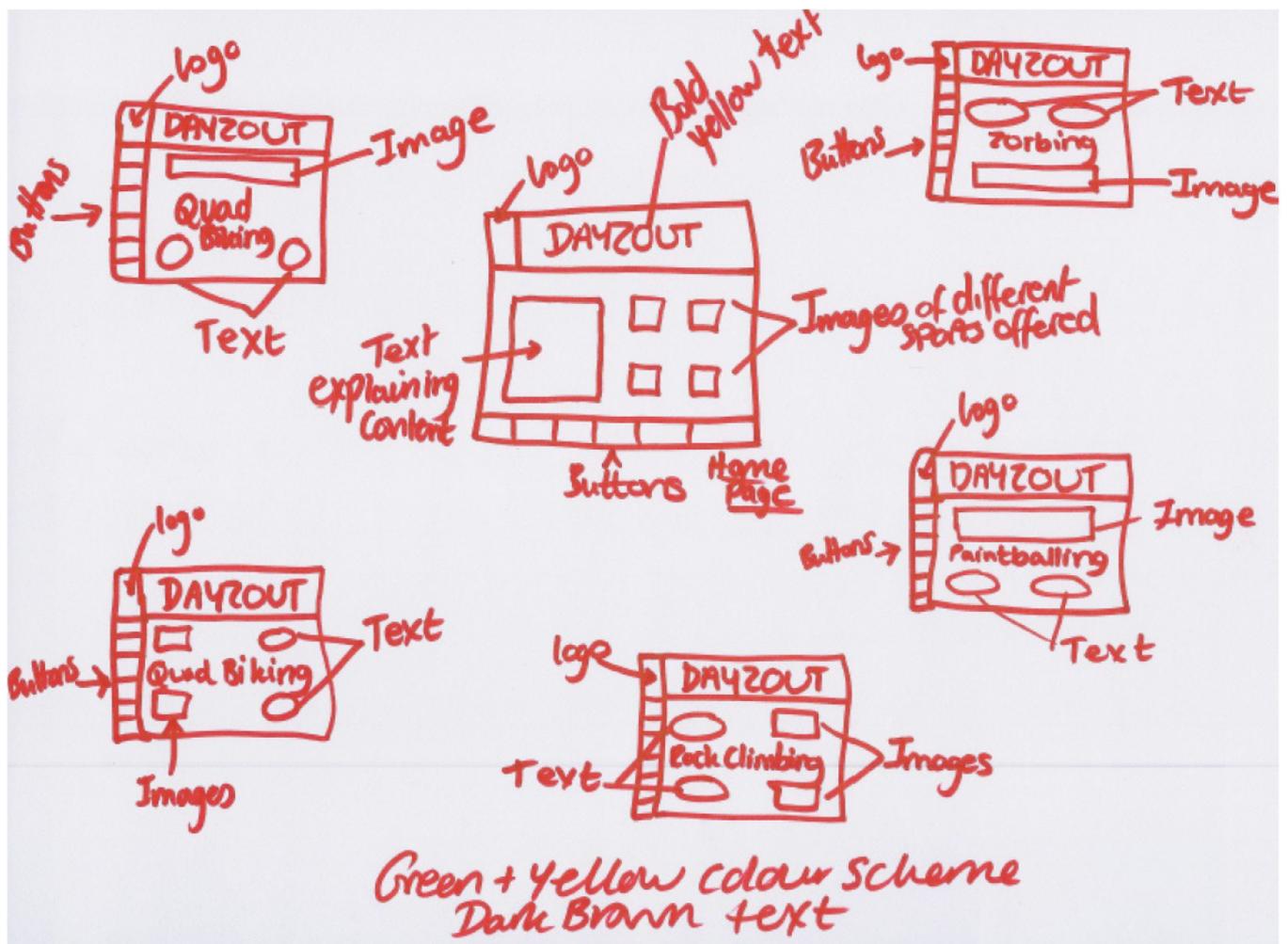
Brief

I have been asked to make an interactive multimedia product for a company called Dayzout. They run an adventure park and provide adventure activities like quad biking and they want me to make something which will advertise the activities they provide.

Audience

The product is aimed at people who are energetic and who enjoy adventure. Based on the activities provided by the company I would think that the audience would also really like being outdoors.

Planning document



SAMPLE LEARNER WORK

Work Plan

Task	Time
Plan the layout and structure	1 hour
Find pictures for activities	1 hour
On Master slide: <ul style="list-style-type: none"> • creating logo text • set background • Add intro content 	30 mins
Create buttons	1 hour
Create each activity slide: <ul style="list-style-type: none"> • Insert pictures • Set pictures to match sizes • Set text box to match sizes • Change text content 	30 mins per slide * 5 slides = 2.5 hours
Make hyperlinks from all buttons	1 hour

Assets Needed

Asset	Purpose
Dayzout Text Yellow	Headings for each page
Activity buttons	To add buttons for each page
Images of Activities	To show people what the activities look like
Prices	So customers can see the costs of the activities

Resources Needed

Resources	What I need this for
Computer	To create the multimedia product
Monitor	To view the multimedia product in design and in use
Mouse / Keyboard	To write the product content and build the product and then to use the product
Microsoft PowerPoint	To create and run the multimedia product
Google Chrome & internet connection	To find the other pictures I need and preview my site

Test Plan

Items to test	Test result
Product starts when it is opened	The product launches straight away with no problems
Dayzout title is clear	The title stands out clearly at the top of each page
Page title is clear	Each page title is roughly in the centre of each page and stands out clearly
Text can be read	The text is a good size to read and the black stands out against the background
No errors in the text	I couldn't see any errors in the text.
Images load correctly and aren't out of proportion	All the images load properly and look correct
Links all work correctly	From the home page the link to skateboarding takes you to the quad biking page.

SAMPLE LEARNER WORK**Legal Restrictions**

When I create my product I will need to make sure that I do not take anything from the internet and use it in my product. If I do want to use anything from the internet I will need to source the asset and record that it is not my own work. As the product I have been asked to make is going to be broadcast to the public I will have to ask the owner or creator of the asset if I can have their permission to use it. They may say it is ok or they might not, they could also say that I could use it but I would have to pay a fee to use it.

Trademarks

Businesses can protect their logos and branding by registering it as a trade mark. This means that if I wanted to use any trademarks in my product, such as sponsored by Adidas I would have to ask them if I could use their brand. Companies can be quite selective about who they will allow to be linked with their business in case it damages their reputation.

If I were to break either the copyright or trademark laws I could end up being prosecuted. If I were to create my own assets they would be protected by copyright and I would not run the risk of infringing on anyone's copyright.

Marking commentary on MB1 sample learner work

There is limited interpretation of the brief in this piece of work and the target audience requirements did not reflect much consideration of the task. The work plan was clear but basic in terms of the level of detail applied. The design for the product had some basic structure and detail but was limited in the finer detail of individual pages. The test plan covered some aspects of functionality well.

Suggested improvements to progress sample learner work to MB2

To improve this piece of work the plans created would need to show more detail as to what content and design elements need to be applied where. There would need to be evidence of greater consideration of the brief and the target audience for the task. The legal restriction of the project would also need to be covered in additional detail to demonstrate a stronger understanding of how the legislation is relevant to this context.

Learning Objective 2 – Be able to plan interactive multimedia products

MB3

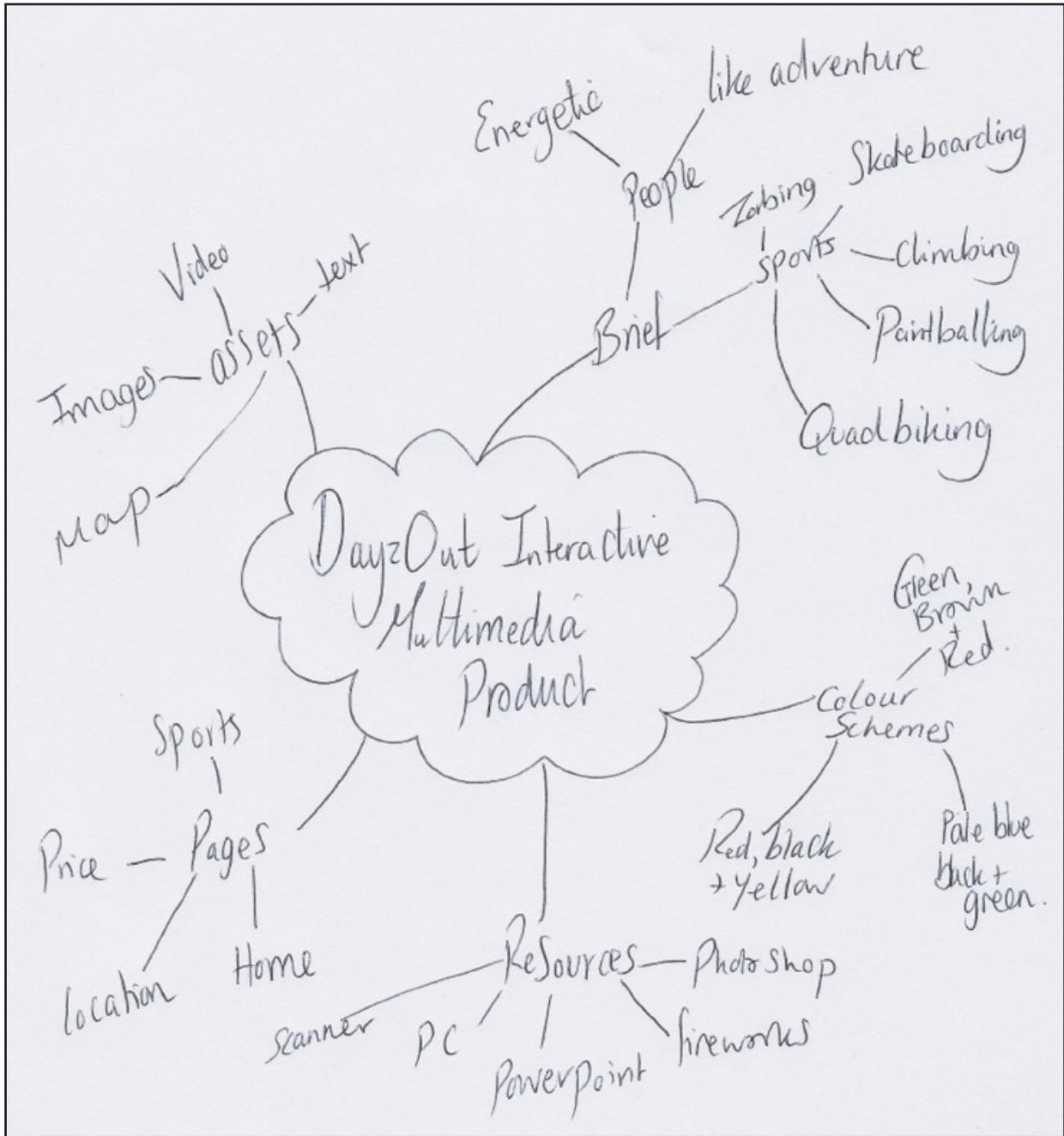
SAMPLE LEARNER WORK

Work Plan

Task	Timescale	Resources	30 mins																	
Research existing products	30 mins	Computer and internet																		
Create a plan of the product	30 mins	Pencil and paper																		
Source assets required for the product	60 mins	Computer and internet																		
Create any further assets required for the product	60 mins	Computer and internet																		
Save assets	15 mins	Fireworks																		
Computer	15 mins	Computer																		
Milestone 1																				
Edit assets to fit requirements of the product	30 mins	Computer, Fireworks, Photoshop and Premier Pro																		
Create initial product layout and styling based on plans	15 mins	Computer and Powerpoint																		
Create the buttons to navigate the product	30 mins	Computer and Powerpoint																		
Hyperlink the buttons to the pages	15 mins	Computer and Powerpoint																		
Create text boxes	15 mins	Computer and Powerpoint																		
Format text boxes	15 mins	Computer and Powerpoint																		
Insert the text in boxes	60 mins	Computer and Powerpoint																		
Insert images	30 mins	Computer and Powerpoint																		
Insert videos	30 mins	Computer and Powerpoint																		
Insert company logo	15 mins	Computer and Powerpoint																		
Milestone 2																				
Proof read all content	10 mins	Computer and Powerpoint																		
Check function of the final product	10 mins	Computer and Powerpoint																		
Save product in a suitable format	10 mins	Computer and Powerpoint																		
Milestone 3																				
Contingency 1	30 mins																			
Contingency 2	30 mins																			

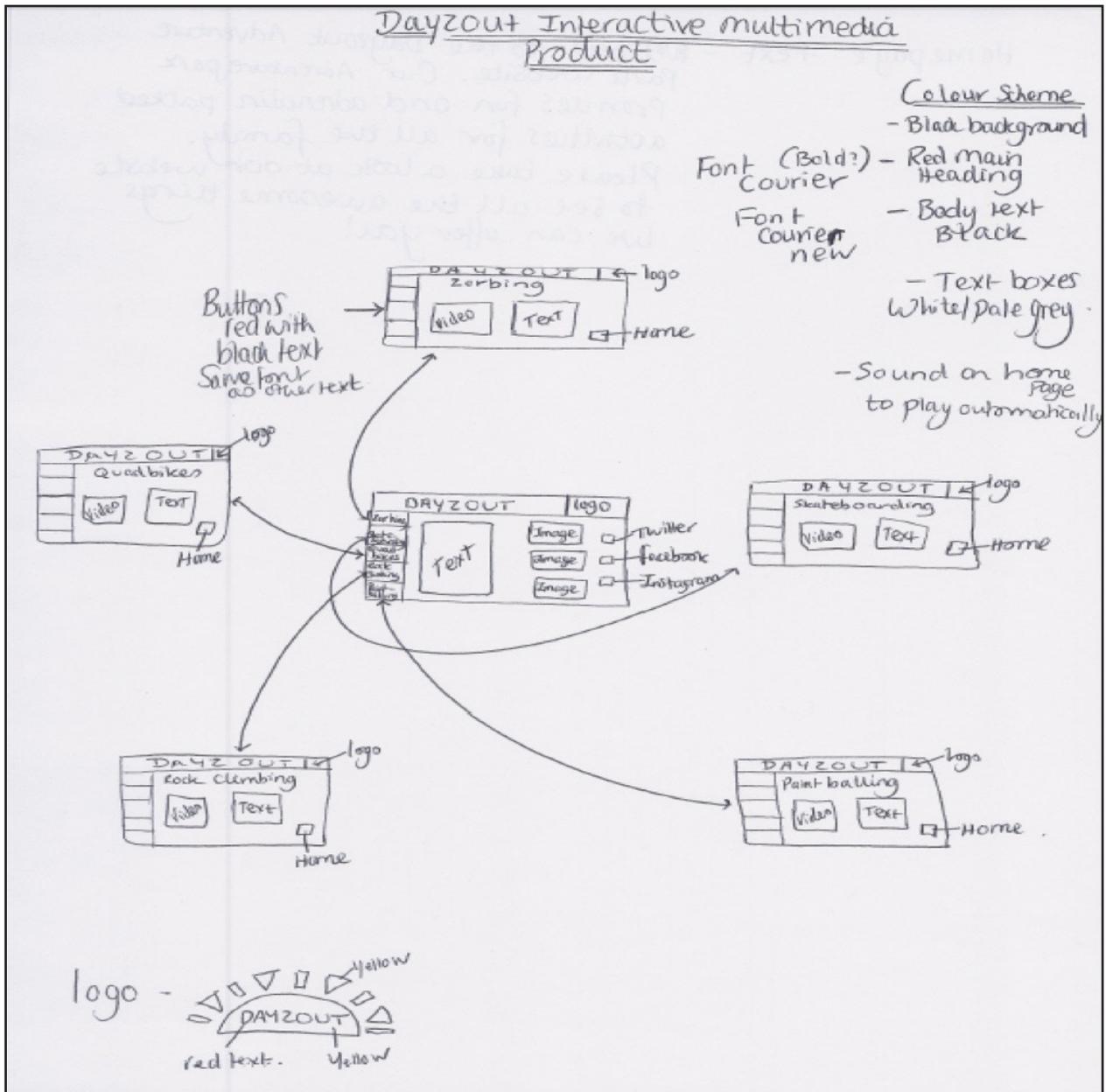
SAMPLE LEARNER WORK

Ideas mind map



SAMPLE LEARNER WORK

Visualisation diagrams



SAMPLE LEARNER WORK

① Red text White outline Calibri 8pt

DAYZOUT DAYZOUT

Zorbing
Skate Boarding
Quad Biking
Rock Climbing
Paint Balling

Text about the company and its location

Image of Zorbing
Image of Climbing
Image of Quadbiking

Twitter
Facebook
Instagram
Home button

Find us at Windmill Farm, Malton York

Black background Yellow text font 21pt

Red buttons White Outline and text 18pt Calibri

Grey text box black Calibri 18pt text

White text Red button White outline

②

DAYZOUT DAYZOUT

Zorbing

Zorbing

Video of Water based Zorbing

Text describing Zorbing and age & height restrictions

Home button

Yellow 60pt font text

③

DAYZOUT DAYZOUT

Zorbing
Skate Boarding
Quad Biking
Rock Climbing
Paint Balling

Skate boarding

Video of Skate boarding

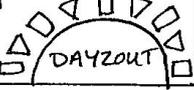
Text describing the activity and any restrictions

Home button

④

	<h1>DAYZOUT</h1> 	
Zorbing	Quad Biking	
Skate Boarding	<div data-bbox="491 645 810 878">Video of Quad biking</div> <div data-bbox="865 645 1152 797">Text information quad biking and Age/height limits</div> <div data-bbox="1152 815 1267 896">Home button</div>	
Quad Biking		
Rock Climbing		
Paint Balling		

⑤

	<h1>DAYZOUT</h1> 	
Zorbing	Rock Climbing	
Skate Boarding	<div data-bbox="491 1160 817 1393">Video of Rock Climbing</div> <div data-bbox="865 1160 1152 1312">Text information about Rock Climbing</div> <div data-bbox="1152 1330 1267 1411">Home button</div>	
Quad Biking		
Rock Climbing		
Paint Balling		

⑥

	<h1>DAYZOUT</h1> 	
Zorbing	Paint Balling	
Skate Boarding	<div data-bbox="491 1688 810 1921">Video of Paint balling</div> <div data-bbox="865 1688 1152 1841">Text information about paint balling and age/height restrictions</div> <div data-bbox="1152 1859 1267 1939">Home button</div>	
Quad Biking		
Rock Climbing		
Paint Balling		

SAMPLE LEARNER WORK

Assets table

File name	Source	Date Sourced	Use in Product	Legal Restrictions
zorbink-730403_1280	https://pixabay.com/en/zorbink-sphere-fun-zorbing-730403/	11/07/15	Image for Zorbing page	Royalty free image
Rock-climbing-403487_1280	https://pixabay.com/en/rock-climbing-extreme-outdoor-403487/	11/07/15	Image for Zorbing page	Royalty free image
Skateboarding_821501_1280	https://pixabay.com/en/skateboarding-park-sport-street-821501/	11/07/15	Image for Zorbing page	Royalty free image
Quad_524003_1280	https://pixabay.com/en/quad-ride-sport-extreme-524003/	11/07/15	Image for Zorbing page	Royalty free image
paintballing	http://mrg.bz/YO7RHH	11/07/15	Image for Zorbing page	Royalty free image
Playground	http://mrg.bz/Ueubi1	11/07/15	Image for Zorbing page	Royalty free image
Hyperlinked buttons	Self created	11/07/15	To allow the users to navigate around the product	None I created this element
Dayzout logo	Self created	17/07/15	To allow the users to visually identify the company	None I created this element
Climbing video	https://www.youtube.com/watch?v=1qfa62xhAgQ	17/07/18	To show the users and example of rock climbing	Copyright permission required.
Quad Biking Video	http://www.adventurewales.co.uk/quadbiking.htm	17/07/15	To show the users and example of Quad biking	Copyright permission required.

Resources Table

Resource	Use
Computer	To use the interactive product
Internet	To find assets and information used in my interactive product
Pencil and paper	To sketch plans for my interactive product
Adobe Fireworks software	To create and edit the pages for my interactive product
Adobe Photoshop software	To create and edit images for my interactive product
Microsoft PowerPoint software	To create buttons and text boxes for my interactive product
Adobe Premier Pro software	To edit video content for my interactive product

SAMPLE LEARNER WORK

Test plan

Test	Expected outcome	Actual outcome	Adjustments	Re-test outcome
Is the navigation easy to understand?	I would expect that the navigation would be very easy to understand as it has text based buttons which are easy to see.			
Do the buttons navigate to the correct page?	I would expect the buttons to navigate to the correct page.			
Do the buttons support returning to the home page?	I expect that the home page button on each page will return the user to the home page.			
Is the branding and house style on the product consistent?	I expect there to be clear house styling throughout the product.			
Do the images display correctly?	I expect the images to load and display correctly.			
Do the videos play correctly?	I would expect the videos to play correctly.			
Is the sound the correct volume?	I would expect the sound to be of the correct volume.			
Is the timing on the sound correct?	I would expect the timing to fit the requirements of the product.			
Is the text clear and easy to read?	I would expect that the text would be clear and easy to read.			
Are there any mistakes in the text?	I wouldn't expect there to be any mistakes in the text.			
Does the product provide all the required information?	I would expect the product to contain all the information required by the brief.			
Is the product suitable for the target audience?	I would expect the product to be suitable for the target audience.			

Marking commentary on MB3 sample learner work

The work provides a clear and detailed explanation of the client brief and the requirements of the target audience. The planning documents created are extensive and provide good evidence of meeting the requirements for relevant skills/knowledge/understanding from other units in the qualification by demonstrating clear knowledge of pre-production skills. There is a good level of detail in the work plan and it shows consideration of timescales, milestone and resources required. To be in the top of MB3 it could have a little more detail in the descriptions of the tasks planned. The visualisation diagrams are clear and detailed and these along with the assets and resources table provide detailed information on the required elements of the product. The test plan covers all the requirements of the MB3 criteria and covers a good range of functional features to be tested.

Why it was awarded MB3 not MB2

The level of detail provided in the planning documents in this section is thorough and detailed throughout setting it apart from MB2 level work. The test plan and legislation elements are towards the lower end of the MB3 but combined with the planning document that are higher in MB3 the best fit approach places the work securely in MB3.



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