

Unit Title:	Interactive multimedia presentations
Level:	1
OCR unit number:	110
Credit value:	4
Guided learning hours:	30
Unit reference number:	D/600/7714

## Unit purpose and aim

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This unit helps learners to understand the basics of interactive multimedia presentations 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 interactive multimedia products and where they are used
- Plan an interactive multimedia presentation to the client brief
- Create and edit an interactive multimedia presentations
- 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 interactive multimedia 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 explore interactive multimedia products	1.1 Search for a range of interactive multimedia products available identifying where they are used  1.2 Identify types of interactivity and how they are used  1.3 Rate the interactive multimedia product for  a) design b) ease of use c) interactivity	Candidates should identify a range of at least 3 different interactive multimedia products, where they are used and their purpose (e.g. web sites, games, information kiosks, mobile phone applications.)  Candidates should identify at least 3 types of interactivity within multimedia products.  Candidates should rate the interactive media products using a minimum of 4 criteria in the rating in addition to the identification of the media product. There should be a

		minimum of 3 products rated.
2. Be able to plan and prepare an interactive multimedia product	<p>2.1 Identify the needs of the client</p> <p>2.2 List in order the activities that you will carry out to create an original interactive multimedia product</p> <p>2.3 Create a visualisation for the product layout</p> <p>2.4 Identify the hardware and software, available for producing an interactive multimedia product</p> <p>2.5 Identify appropriate peripheral devices for the interactive multimedia product</p> <p>2.6 Identify the assets that will be required</p> <p>2.7 Identify appropriate file types and formats</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Candidates need to identify the appropriate hardware and software</p> <p>Candidates should identify the main multimedia assets (these should include at least 2 from text, graphics, sound, video, navigation).</p> <p>Candidates should have an awareness of copyright laws and implications.</p> <p>Candidates should show an understanding of basic multimedia principles (e.g. screen design, user interaction, GUI controls, use of colour sound and vision)</p> <p>Candidates should show an awareness of working with</p> <ul style="list-style-type: none"> <li>• Digital images( e.g. cropping, scanning)</li> <li>• Digital sound( e.g. narration, background sounds)</li> <li>• Digital video(e.g. webcam, digital video recorder)</li> </ul> <p>Candidates should list all the activities to be carried out in a logical order. This may change and can be commented on in their review</p>
3. Be able to create the interactive multimedia product	<p>3.1 Create the interactive multimedia product using appropriate hardware and software to include the planned assets</p> <p>3.2 Save and export the interactive multimedia</p>	<p>Candidates should include all the planned assets to create an interactive multimedia product and check to make sure they run as planned</p> <p>Candidates should understand that the export process may</p>

	<p>product in the required format as specified by the client brief</p> <p>3.3 Check the exported interactive multimedia product works</p> <p>3.4 Organise electronic files using appropriate naming conventions to facilitate access by others</p>	<p>cause the product to lose its interactivity and this must be checked.</p> <p>Candidates should show an understanding of good practice in file naming and directory structures</p>
<p>4. Understand how to review the interactive multimedia product against the original brief</p>	<p>4.1 Identify strengths and weaknesses of own work</p> <p>4.2 Compare the finished object to the original brief</p> <p>4.3 Obtain feedback on the product</p> <p>4.4 Suggest improvements for own work</p>	<p>Personal review of the final outcomes identifying the strengths and weaknesses.</p> <p>Candidates should obtain feedback (this can be tutor acting as the client). Candidates should identify strengths and weaknesses and suggest how they could improve their interactive multimedia product and any changes to the order of their listed activities</p> <p>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.</p>

## Assessment

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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

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This unit aims to equip the candidate with the ability to produce work for a client to create an interactive media presentation 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 the use and purpose of interactive multimedia presentations within the sector.

2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats for creating interactive multimedia presentations to meet the brief. Candidates should be able to list in order the activities to be carried out to create the interactive multimedia presentation.

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 presentation in line with their plan to include:

- Using appropriate hardware and software to include sourcing and creating the planned assets
- Saving and exporting the interactive multimedia product in the required format as specified by the client brief
- Checking the exported interactive multimedia product works
- Organising electronic files using appropriate naming conventions to facilitate access by others

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the created and 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 feedback on the work produced; the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

## Guidance on assessment and evidence requirements

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Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions 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

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OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
110	Interactive multimedia presentations	IM1 IM6	Work Effectively in Interactive Media Use Authoring Tools To Create Interactive Media Products

## Resources

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Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used. Additional resources such as cameras, microphones and props may also be required.

## Additional information

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