Year 12 Infotech | Unit 4

How do I create an interactive media product?

Topic Overview: In this unit you will learn how interactive multimedia products are used for a range of purposes and across a range of platforms. You will learn how to design and create an interactive media product and test it using both technical and user tests.

This unit will run concurrently alongside other units.

	Lesson Exploration	Lesson Experience(s)	Knowledge and Skills	Key Words
Lesson 1	**What is an interactive media product and what comparisons can be made?**	Students will experience researching interactive media products using web based platforms such as BBC Bitesize.	1.1 purposes, i.e. marketing, promotional, advertisement education, training, assessment entertainment social networking games, virtual reality, simulation journalism 1.2 different delivery format and platforms available, i.e. webpage blogs	Accessibility Comparative operators Functionality Graphical user interface (GUI) House style Interactive MMORPG Multimedia
Lesson 2	**What are the purposes of various types of interactive media products?**	Students will experience researching the purpose of interactive media products by using and testing them.	apps multimedia, CD/DVD ROM, kiosks interactive TV mobile devices 1.3 design and components, i.e. layout text images sound animation video	Navigation Plug-in Simulation Timeline User testing Version control Video on demand Viral

Lesson 3	**What benefits and limitations do you find when looking at different types of interactive media products?**	Students will experience using guided activities to explore the benefits of interactive products used for advertising through use and research; they will also focus on the limitations.	file types (e.g. SWF, HTML5, CSS, .app, .apk) 1.4 interactive features and controls, i.e. basic (e.g. navigation menu selection, hyperlinks hotspots) user comments scripting
Lesson 4	**What legal issues do you need to be aware of when looking at different interactive media products?**	Students will experience using guided activities to explore about copyright of assets in interactive media products.	actions/events control (e.g. audio/video/game/form controls) 1.5 benefits, i.e. mobility interactivity accessibility
Lesson 5	**What different forms or delivery platforms enable the use of interactive media products?**	Students will experience researching controlling interactive media products and their use.	targets an identified audience 1.6 limitations, i.e. size download time
Lesson 6	**Task 1 & 2 Mock Assignment**	Task **1 & 2** Mock Assignment	type of content requirement for plug-ins different platforms screen size 1.7 effectiveness, i.e. purpose visitor needs
Lesson 7	**Task 1 & 2 Formal Assessment & Submission**	Task **1 & 2** Formal Assessment & Submission	information flow features benefits content 1.8 legal and ethical considerations
Lesson 8	**How can I initiate, plan and design a new interactive media product to a client brief?**	Students will experience designing an interactive product.	2.1 to create a project specification for a client brief, i.e. purpose client needs target audience (e.g. age, gender, interest group, general public, income)
Lesson 9	**How can I initiate, plan and design a new interactive media product to a client brief?**	Students will experience planning a user guide.	

Lesson 10	**How can I initiate, plan and design a new interactive media product to a client brief?**	Students will experience optimising and repurposing of file type and formats.	target audience needs content format platform budget (e.g. copyright, royalties, hosting)
Lesson 11	**How can I initiate, plan and design a new interactive media product to a client brief?**	Students will experience budgeting for the creation of a website or app.	2.2 design, i.e. work plan (e.g. timescales, resources, tasks) idea generation (e.g. mind mapping, mood boards,)
Lesson 12	**How can I initiate, plan and design a new interactive media product to a client brief?**	Students will experience use of storyboarding, wireframes and flatplans.	commercial considerations (e.g. sponsor, advertising space) Graphical User Interface (GUI) product navigation map storyboarding of pages/screens (e.g. layout, colours, fonts, screen sizes) accessibility interactivity
Lesson 13	**Task 3-5 Mock Assignment**	Task **3-5** Mock Assignment	2.3 sourcing, creating and optimisation requirements for components (e.g. images, animation, sound, video, scripts)legal and ethical considerations, i.e.
Lesson 14	**Task 3-5 Formal Assessment & Submission**	Task **3-5** Formal Assessment & Submission	legal (e.g. copyright, libel, intellectual property rights, personal, ata protection, identity theft, cyber stalking) ethical (e.g. misrepresentation, decency)
Lesson 15	**How can I create a planned interactive media product ?**	Students will experience creating files and folders.	3.1 Create interactive media product to industry standard processes, i.e. folder and file naming conventions version control file backup
Lesson 16	**How can I create a planned interactive media product ?**	Students will experience creating a pre-planned layout of components.	techniques for consistency (e.g. template/master pages such as cascading style sheet (css) for a web page)

Lesson 17	**How can I create a planned interactive media product ?**	Students will experience version control systems.	use timeline, menus, toolbars, libraries set properties insert/import/align components (e.g. digital media, text) use a range of components (e.g. images, animations, videos, sounds, tables, form elements) use appropriate file formats apply transitions/effects optimisation (e.g. search engine, load times, for platform) accessibility features GUI 3.2 interactive elements, i.e. basic (e.g. menu selection, hyperlinks, images, hotspots) navigation scripting (e.g. Lingo, action script) actions/events drag and drop forms in product controls (e.g. audio/video/game controls) responsive design
Lesson 18	**How can I create a planned interactive media product ?**	Students will experience gathering and importing assets.	
Lesson 19	**How can I create a planned interactive media product ?**	Students will experience Drag-and-drop elements.	
Lesson 20	**How can I create a planned interactive media product ?**	Students will experience creating forms.	
Lesson 21	**Task 6 Mock Assignment**	Task 6 Mock Assignment	
Lesson 22	**Task 6 Formal Assessment & Submission**	Task 6 Formal Assessment & Submission	
Lesson 23	**What do you need to do to test a new interactive media product ?**	Students will experience testing, functionality and accessibility.	4.1 technical testing, i.e. test plan/table functionality (e.g. working internal/external navigation, content loads/works, sound – volume appropriate, no background noise) usability (e.g. clear navigation) user interaction load times of pages/screens completeness
Lesson 24	**What do you need to do to test a new interactive media product ?**	Students will experience peer assessment.	
Lesson 25	**What do you need to do to test a new interactive media product ?**	Students will experience making amendments and improvements.	

Lesson 26	**What do you need to do to test a new interactive media product ?**	Students will experience testing navigation and loading times of content.	accuracy (e.g. proofread, spell-checked, text readable with background colour, clarity) accessibility (e.g. alt tags, easy to use, clear text size) performance – optimised for platform(s) 4.2 client and user testing, i.e. client acceptance testing user experience user testing (e.g. questionnaire, interview, forms) improvements
Lesson 27	**Task 7 Mock Assignment**	Task 7 Mock Assignment	
Lesson 28	**Task 7 Formal Assessment & Submission**	Task 7 Formal Assessment & Submission	

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