Holy Family Catholic School – Faculty of Mathematics and Technology

Subject – OCR Creative iMedia Autumn Half-Term 2 Year 11

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone	Hinge Questions
Lesson 1 Understand what interactive digital media is and its purposes.	Interactive, Media, Audience, Platform, Engagement	Develop	What interactive media have you used recently?	I can define interactive digital media and explain its purposes.	**Compare interactive and non-interactive media with examples.**	Which feature makes digital media interactive? A. It includes images B. Users can influence what happens C. It uses bright colours Answer: B
Lesson 2 Identify different types and formats of interactive products.	Website, App, Game, E-magazine, Navigation	Develop	What is your favourite interactive product and why?	I can list types of interactive products and describe their key features.	**Research and categorise 3 interactive products by type and platform.**	Which is an interactive product? A. Printed poster B. Paper leaflet C. Website with clickable menus Answer: C
Lesson 3 Understand how branding and visual identity apply to interactive media.	Brand, Logo, Colour Scheme, Typography, Consistency	Develop	What brands do you recognise instantly? Why?	I can describe how brand identity is used in interactive media.	**Redesign a logo to appeal to a different audience.**	Why keep colours and fonts consistent? A. To build recognisable branding B. To increase file size C. To remove navigation Answer: A
Lesson 4 Analyse existing interactive media products for design and purpose.	Analysis, Layout, Functionality, Target Audience	Develop	What makes an interactive product effective?	I can analyse existing products, commenting on design, usability, and audience.	**Compare two interactive products for design strengths and weaknesses.**	Which best indicates good usability? A. Lots of animations B. Users find information easily C. Small navigation labels Answer: B

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Lesson 5 Identify client requirements from a brief.	Client, Purpose, Audience, Constraints	Develop	What info do you expect to find in a brief?	I can extract and summarise key requirements from a client brief.	**Write a short brief for a simple interactive product idea.**	Which is a client requirement? A. Designer's favourite colour B. A random font choice C. A specified target audience Answer: C
Lesson 6 Research target audiences for an interactive product.	Demographics, Psychographics, User Needs, Accessibility	Develop	Why is audience research important?	I can identify target audience needs from research	**Create a persona for your target audience.**	Why create a user persona? A. To represent audience needs B. To replace testing C. To select file extensions Answer: A
Lesson 7 Generate ideas for an interactive digital product.	Ideation, Mind Map, Concept, Innovation	Plan	How do designers come up with new ideas?	I can produce and explain initial ideas that meet the client brief.	**Present two concept ideas and justify which is stronger**	Which idea best meets a brief? A. The most complex concept B. One matching the audience and purpose C. The first idea produced Answer: B

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Lesson 8 Plan structure and navigation for an interactive product.	Sitemap, Navigation, Flowchart, Links	Plan	What makes navigation intuitive?	I can design a basic navigation structure for my product.	**Create an annotated flowchart for your planned product.**	What does a sitemap show? A. Image resolution B. Colour values C. Pages and their links Answer: C
Lesson 9 Create mood boards and visual mock-ups.	Mood Board, Mock-up, Colour Palette, Composition	Plan	What elements make up a mood board?	I can produce a mood board and mock-up reflecting my brand identity.	**Experiment with two alternative design themes.**	What is a mood board mainly for? A. Exploring visual style B. Testing links C. Exporting a product Answer: A
Lesson 10 Plan content and assets for the product.	Asset, Content, Copyright, File Type	Plan	What types of media assets might you include?	I can list and justify assets needed for my product.	**Create an asset log showing sources and file formats.**	What should an asset log record? A. Only file names B. Asset sources and permissions C. Only screen sizes Answer: B
Lesson 11 Develop a detailed production plan.	Schedule, Milestone, Task, Contingency	Plan	Why is planning important before production?	I can produce a clear and realistic production plan.	**Add contingency planning for potential issues.**	Why add contingency time to a plan? A. To avoid milestones B. To use more assets C. To allow for unexpected delays Answer: C
Lesson 12 Source and prepare assets for use.	Import, Edit, Optimise, Resolution	Plan	What makes a file web-ready?	I can locate, edit, and save assets appropriately for my project.	**Create before/after comparisons showing optimisation**	Which asset is best prepared for web use? A. Appropriately sized and compressed B. Always maximum resolution

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						C. Saved without checking its format Answer: A
Lesson 13 Begin creating the interactive product.	Interface, Page, Button, Link	Create	What features make a good interface?	I can begin constructing my interactive product according to plan.	**Add an interactive element not originally planned (e.g., rollover).**	What should a navigation button do? A. Change the brand logo B. Take users to the intended page C. Increase image dimensions Answer: B
Lesson 14 Develop interactivity and navigation features.	Hyperlink, Navigation Bar, Hotspot, Feedback	Create	What makes interaction engaging?	I can implement interactive elements that function correctly.	**Add accessibility features (e.g., alt text, keyboard navigation).**	Which test checks navigation works? A. Check font colour only B. Count the images C. Click each link and check its destination Answer: C
Lesson 15 Add and refine multimedia content.	Audio, Video, Animation, Integration	Create	What media types improve user engagement?	I can import and test multimedia features effectively.	**Add an additional media element and justify its purpose.**	When should audio be included? A. When it serves the audience and purpose B. On every page automatically C. Whenever it increases file size Answer: A
Lesson 16 Test and evaluate functionality.	Testing, Bug, Functionality, Usability	Review	Why do we test digital products?	I can test my product and record results accurately.	**Develop a test plan with at least 8 tests and expected outcomes.**	What belongs in a test plan? A. Only successful screenshots B. Test, expected result and actual result

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						C. Only the final evaluation Answer: B
Lesson 17 Review feedback and make improvements.	Feedback, Refinement, Iteration	Review	What kind of feedback helps you improve most?	I can refine my product based on user testing and feedback.	**Document and justify all changes made post-feedback.**	What is the best response to useful feedback? A. Ignore it after testing B. Change everything without reason C. Make and justify targeted improvements Answer: C
Lesson 18 Create supporting documentation.	Documentation, Annotation, Evidence	Review	Why is documentation important?	I can produce clear documentation of my work process.	**Create/Deveop your Developmental Evidence**	Why document the development process? A. To evidence decisions and changes B. To replace the final product C. To avoid testing Answer: A
Lesson 19 Evaluate the finished product.	Evaluation, Effectiveness, Client Needs, Success Criteria	Review	How can you measure success of your product?	I can evaluate how well my product meets the brief and user needs.	**Write a professional product evaluation for a portfolio.**	What makes an evaluation effective? A. Saying the work looks good B. Judging outcomes against the brief C. Listing software tools only Answer: B
Lesson 20 Present the final interactive product.	Presentation, Portfolio, Showcase, Review	Review	How do you present digital work professionally?	I can present my completed interactive product and explain its features.	**Prepare and deliver a live demonstration or pitch.**	What should a final demonstration show? A. Just the opening screen B. Only the asset folder C. Key features and working

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						interactions Answer: C