Subject – Creative iMedia Autumn Half-Term 1 Year 11

Learning	Vocab	Concept	Retrieval	Success Criteria	Red Zone
Intention					

Digital Literacy: The Essentials 2 lessons

#### To understand:

- Logging on to the school network changing password
- Setting up folders and saving work
- Formatting a document (Microsoft Office and Google Docs)
- ClassCharts (accessing work / upload homework / contact teachers / access whole class feedback, announcements and notifications / view your rewards)
- Completing online forms (Microsoft Forms / Google Forms)
- Office 365 Login and use of the software
- How to email correctly email etiquette (including attachments)

What are the types of	Multimedia	Develop	What sort of	I will be able to:	
interactive digital	Interactive		companies /		
media?	Navigation		people use	Understand the purpose and	A RESEARCH TASK  Websites  e-learning
2 lessons	Client		interactive	audience of these interactive	Let's get you right into the thick of things straight away! Create 3 PPT Pages, with two columns on each
	Target		media	products	page.
	Audience		products?		
	Properties			Explain what an interactive	headers to the right here and then can you find examples to fill those columns? (A model is on the next
	GUI		Where have	digital media product is.	page)  Mobile Apps
			you used an		if you can find sites and games that
			interactive	Describe the purpose of	you ACTUALLY USE!
			media	interactive digital media	
			product?	products.	
			What's the best	Describe how audience	
			device to	affects the format of digital	
			deliver a	media products.	
			multimedia		
			product on and		
			why?		

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				Describe how devices used affects the format of digital media products.  Describe a range of content that can be used in interactive digital media products.  Describe how the form and	
What content is used	Multimedia	Develop	What formats	by content.  Describe how the form and structure of IDMP is affected by audience and purpose.  I will be able to:	
in IDM and what hardware is generally used to access it? 2 lessons	Interactive Navigation Client Target Audience Properties GUI	Develop	are used in IDM?  How are the audience considered when creating IDM products?  What sort of	Understand how content is used, how assets are used. Explore form and structure of IDM products  Describe a range of hardware devices used to access interactive digital media products.	Here are the main hardware devices that IDMs run on: COMPUTERS GAMES CONSOLES KIOSKS PHONES SMART TV TABLETS  TASK  Come up with at least 2 examples for each area.  TOUGH CHALLENGE: Can the team determine how the device is linked to purpose and audience? STRETCH CHALLENGE: How is the content adapted to suit this hardware?  (Example on next page)
			content is the most appealing on social	Describe how the devices used in interactive digital	

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			media and how is it delivered to audiences?	media products are linked to the purpose and the audience.  Describe how content can be adapted to suit different access methods.	
What makes an effective GUI? 2 lessons	Multimedia Interactive Navigation Client Target Audience Properties GUI	Develop	What methods of interaction can be found within IDM products?  Name any 5 types of content used within IDM products.  What is a GUI?	I will be able to:  Understand differences, technical limitations, conventions and creativity within IDM  Describe the methods of user interaction used to interact with IDMP.  Identify appropriate applications for each method of user interaction.  Identify the features of a Graphical User Interface (GUI).  Describe methods of interacting with digital media products.	DESIGN TASK  You've been asked by a local ZOO to create a DIGITAL MAP that has lots of creative features on it and is new in design.  You need only DRAW and ANNOTATE your design for now.  What sort interactive features will you include?  How will you demonstrate REAL CREATIVITY?

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What hardware is required to create digital media products? 2 lessons	Multimedia Interactive Navigation Client Target Audience Properties GUI	Develop	What is white space? What are the two main conventions of IDM? How can an IDM demonstrate creativity?	Describe how devices can be made more accessible to users' needs.  Identify the features of nonlinear navigation.  Describe ways of creating user friendly intuitive interfaces.  I will be able to:  Understand software used to create IDM products  Identify different hardware and software used to create IDMP.  Explain why designers use particular software applications.  The positive and negative impacts of hardware and software choices.	RESEARCH TIME. WEBSITE CREATION APP PORTATION AIDS KINTERFACE SOFTWARE E-LEARNING AUTHORING TOOLS And research the following areas >  WHAT ARE THE POSITIVES AND NEGATIVES OF THIS TYPE OF SOFTWARE? WHAT CAN'T IT DO?

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What planning documentation is required for IDM products? 2 lessons	Multimedia Interactive Navigation Client Target Audience Properties GUI	Develop	What sort of hardware do you use to create IDM products?  What is resizable text?  What web authoring software is out there?  What sorts of things do websites have to consider when they are viewed on a mobile device?	I will be able to:  Understand and create the paperwork required  Describe the pre-production documents used for interface planning.  Describe the pre-production documents used for content planning.  Describe the pre-production documents used for user interaction.  Understand the requirements of the assignment.  Identify a target audience for the assignment.	BLUE TEAM WIREFRAMES  Step 1 You have been asked to create a VERY detailed wireframe for a new APP that should work on ANY mobile phone device - does NOT have to work on Tablets.  It must have: Images, Audio, Video, Text, Navigation Buttons, Layers and some form of Animation.  10mins BRAINSTORM what the APP could be - it must NOT be a Game! Use a mind map to brainstorm and quickly decide what type of app it could be.	GREEN TEAM Storyboards  Step 1  You have been asked to create a interactive Video Game that runs on a PC Computer ONLY.  It must have: Images, Audio, Video, Animation, Text, Navigation Buttons, Quiz and use Layers.  10mins  BRAINSTORM what the Game could be - it must NOT be solely a quiz! Use a mind map to brainstorm and quickly decide what type of game it could be.

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How do I source suitable assets? 2 lessons	Multimedia Interactive Navigation Client Target Audience Properties GUI	Develop Create	What is a file resolution?  What are assets?  When would you ever use a storyboard in real life?  What's the difference between a wireframe and a storyboard?	I will be able to: Understand how to edit images and audio assets Know what the limitations, rights and permissions are to use certain assets Use a variety of sources to find assets Understand rights and permission of assets Record assets in an asset log Source suitable images from a variety of locations. Create derivative assets. Create assets using drawing facilities. Modify assets to ensure technical compatibility.	In this lesson, you can start to gather assets for your design you created in your team last lesson or simply generically take notes and have a go! There are lots of video tutorials here so share these with your class and have a go!  It is considered good practice to make folders to store assets, you will need a master folder and sub folders maybe called UNEDITED ASSETS' and EDITED ASSETS' within EACH these you might have "VidED ASSETS," INTERACTIVE ASSETS' and AUDIO ASSETS.  TASK  At the end of each video HAVE A GO!!! Before moving to the next video.

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What methods of testing and checking can I use? 2 lessons	Multimedia Interactive Navigation Client Target Audience Properties GUI	Develop	What is version control?  Where would you ever use Version control in your life?  What do you think an index file is?	I will be able to:  Understand the elements of testing and techniques for reviewing the fitness for purpose  Understand success criteria and links to both client requirements and target audience	Start by thinking about all the different types of IDM Products WEBSITES INFO POINTS MOBILE APPS E-LEARNING DIGITAL MAPS GAMES  For each one create a table like this and agree between you what sorts of content' you are going to test. The more detailed your table the better, you might want to research online too when you think you've run of out things you might test.  Then STRETCH - Why are you testing these elements?  Content I'm Testing Whosites / Info Product is this? Why should I test this? should I use for this? Websites / Info Product is this? Why should I test this? To make sure they fink through to the correct pages Navigation Bar Websites / Mobile Apps To make sure they fink through to the correct pages To make sure they fink through to the correct pages To make sure they make sure they move in the right direction there's more than one thing on the bar To make sure they ink through to the correct pages To make sure they ink through to the correct pages To make sure they ink through to the correct pages To make sure they move in the right direction The more detailed your table the better, you might want to research online too when you think you've run of out things you might test.  Then STRETCH - Why are you testing these elements?
What kind of improvements, constraints and further developments do I need? 2 lessons	Multimedia Interactive Navigation Client Target Audience Properties GUI	Develop	When carrying out testing, why is checking the functions important?  How do you make sure your product is fit for purpose?  Why might it be important to ensure your client is happy with your IDM?	I will be able to:  Understand the sorts of elements you should be exploring here.  Identify areas for improvements/developments from testing the product – links to success criteria and client requirements	SWOT ANALYSIS  Carry out a SWOT analysis for your favourite IDM Product - you can choose any product you like it can be a game, McDonalds Kiosk, Website, Social Media App - literally whatever!  Be critical when it comes to weaknesses.

Subject - Creative iMedia

### Autumn Half-Term 1

Year	1	1
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			What makes an IDM aesthetically pleasing?		
R097 Interactice digit	tal media NEA				

### Scenario for the assignment

#### Exhibition in a virtual box

You have been commissioned by a local museum C20 (Museum of the 20th century). The museum wants to connect with a wider audience than its current average visitor age of 55. They think that to attract a younger audience a virtual platform may help.

The museum wants to create a virtual exhibition on the theme of popular culture in the 20th century. The exhibition will be divided into decades from the last 100 years e.g. 1970s, 1980s, 1990s. You need to create an interactive product for one decade of your choice.

Visitors to the virtual exhibition will be given an interactive multimedia experience. The multimedia experience must include text, images, video and sound. This will allow the visitor to see, hear and experience the exhibits. You will need to source, create and repurpose suitable content for the virtual exhibition.

### Your Tasks and Marking Grids

Task 1 - Planning your interactive digital media product

Topic Area 1 is assessed in this task.

In this task you will generate an original idea for your interactive digital media product (IDMP) and plan the creation of your product.

#### You must:

- · Produce an interpretation from the client brief
  - decide on a target audience, identifying who they are and what would appeal to them
  - generate original ideas to meet the client brief
  - generate ideas for the content of your IDMP
  - explain how your ideas would meet the client brief and appeal to the target audience