Sample portfolio: Level 2 Distinction

NCFE Level 2 Award in Interactive Media
QN: 603/0852/7

Contents

Introduction

The material within this portfolio relates to:

Unit 01 - Investigate interactive media production (Y/615/3948)
Unit 02 - Plan and prepare for an interactive media product (R/615/3950)
Unit 03 - Development and production of an interactive media product
(D/615/3952) Unit 04 Present and promote an interactive media product
(K/615/3954)

This portfolio is designed to demonstrate an example of the evidence that could be produced for all units of the NCFE Level 2 Award in Interactive Media. It's designed to provide guidance on how a portfolio could look, rather than being prescriptive.

In this example there are written accounts and visual evidence, but the evidence could also be presented in an audio/video format. Where the learner has provided visual evidence (for example screen grabs, copies of research), this has been clearly annotated to give context as to why it has been included. Each piece of evidence has been presented with the assessment criteria number shown at the top of the page.

This portfolio contains manufactured learner evidence and assessor feedback produced by NCFE. External Quality Assurer guidance has also been provided for each piece of evidence relating to an assessment criterion. The guidance comments on how the evidence meets the assessment criterion and what could be improved to obtain a higher grade.

Internal Assessment Sample Tasks

NCFE Level 2 Award in Interactive Media
Unit 1 Investigate Interactive Media Production

Assignment Title	Designing an Interactive Multimedia Product for Valley Park School
Duration	30 Hours

Internal Assessment Task

In this introductory unit you will experiment with interactive media products and understand the elements of the development process using hardware and software solutions.

> You are working as part of the new student induction team for Valley Park School. As a specialist in interactive media production you have been asked to produce an interactive media product to publicise the school for new students and visitors.
>
> However, the headteacher of the school wants to be sure you 'know your stuff'.
>
> In order to do this, you will need to show them that you are able to understand what is required for the development of an interactive media product.

Develop and illustrate your ideas throughout using sketches, drawings, diagrams, printouts and different types of digital software.

Task 1 (LO1) - Understand what is required for the development of an interactive media

product Firstly, you must show you know about:

➢ The features of interactive media products
➢ Your target audience
➢ The sources, processes and techniques you will need for the development of your interactive media product
➢ Health and safety issues.

You may relate the above to one of the following areas:

➢ Website
➢ Interactive presentation
➢ Animation
➢ Game
➢ Mobile app

You could product the following evidence:

➢ digital or physical presentation
➢ poster
➢ written report
➢ leaflet
➢ audio/visual narrative
➢ annotated diagram
➢ blog/vlog

➢ digital showcase
➢ podcast

Learning Objective 1	Pass	Merit	Distinction
Understand what is required for the development of an interactive media product	Describes what is required for the development of interactive media products.	Describes what is required for the development of interactive products <u>and makes some links between them.</u>	Describes what is required for the development of interactive products <u>and explains how they are linked.</u>

Task 2 (LO2) – Experiment with interactive media products and their production in relation to a brief

The school want you to show your own skills within your chosen area of interactive media by experimenting with:

➢ Processes and techniques needed for the development of an interactive media product including software solutions e.g.: ○ Image manipulation ○ Sound creation and manipulation ○ Website authoring ○ Multimedia authoring ○ Video editing ○ Animation software

You will need to show evidence of your experimentation in an appropriate format.

You could produce the following evidence:

➢ Digital or physical presentation
➢ Poster
➢ Written report
➢ Leaflet
➢ Audio/visual narrative
➢ Annotated diagram
➢ Blog/vlog
➢ Digital showcase ➢ Podcast

Learning Objective 2	Pass	Merit	Distinction
Experiment with interactive media products and their production in relation to a brief	Carries out <u>purposeful</u> experimentation with <u>some</u> links to the brief.	Carries out <u>focused</u> experimentation with <u>evidence</u> of how this has been used in relation to the brief.	Carries out <u>thorough experimentation</u> with <u>clear evidence</u> of how this has been used in relation to the brief.

Task 3 (LO3) - Review their experimentation with interactive media

products You must now review your experimentation. You should take into

consideration:

- ➢ The processes and techniques that you used to manipulate your digital assets
- ➢ Your use of software
- ➢ Your skills development ➢ What went well/not so well ➢ Feedback e.g.:
  - o Client ☐ specialist e.g. professional developer
  - o Audience/end-user o Peer o Teacher
- ➢ Ways to improve.

You could produce the following evidence:

- ➢ Feedback through social media
- ➢ Annotated screen shot
- ➢ Written or verbal response
- ➢ Video with commentary ➢ Surveys and questionnaires ➢ Skills audit.

Learning Objective 3	Pass	Merit	Distinction
Review their experimentation with interactive media products	Describes the experimentation involved <u>and</u> identifies <u>some</u> aspects of what went well/not so well.	Describes the experimentation involved and <u>identifies</u> what went well/not so well.	Describes the experimentation involved and <u>identifies</u> what went well/not so well and <u>opportunities for improvement.</u>

NCFE Level 2 Award in Interactive Media Unit 2 Plan and prepare for an interactive media product

Assignment Title	Designing an Interactive Multimedia Product for Valley Park School
Duration	30 Hours

Internal Assessment Task

You will produce a proposal and plans for an interactive media product meeting the requirements of a brief

Congratulations! By completing Unit 01 you have shown the head teacher of Valley Park School that you 'know your stuff'.
You are now officially part of the new student induction team for the school. As a specialist in interactive media production, your brief is to produce an interactive media product to publicise the school to new Year 7 students. You will need to think about the potential audiences you would like to attract and how you will create a suitable interactive media product for them.

Task 1 (LO1) - Understand how to produce a proposal to meet a brief

You need to show that you understand how to create a proposal for an interactive media product that will attract your chosen audience to find out more about the school.

In order to do this, you will need to show your understanding of:

- ➢ Ideas development
- ➢ Your chosen audience/end-user
- ➢ Technical aspects of your product
- ➢ Design aspects of your product
- ➢ An outline of what your product will contain You could product the following

evidence:

- ➢ Digital or physical presentation
- ➢ Written report
- ➢ Audio/visual narrative
- ➢ Blog/vlog
- ➢ Podcast

Learning Objective 1	Pass	Merit	Distinction
Understand how to produce a proposal to meet a brief	Describes relevant aspects of what is required for the proposal of an interactive media product	Describes relevant aspects of what is required for the proposal of an interactive media product and <u>makes some links between them.</u>	Describes relevant aspects of what is required for the proposal of an interactive media product and <u>explains how they are linked.</u>

Task 2 (LO2 – LO3) – Produce a proposal meeting the requirements of a brief

You will produce plans for an interactive media product meeting the requirements of the brief.

You must produce a planning document for an interactive media product that will attract your chosen audience to find out more about the school.

Your document must demonstrate that you can:

- ➢ Use recognised design processes for functionality and appearance ➢ Select assets e.g.:
    - o Capturing images
    - o Recording audio
    - o Animation
    - o Filming
    - o Project planning/time management
    - o Interactive media authoring.

You must produce project plans related to your proposal which includes the following:

- ➢ a project plan which outlines a set of tasks which will take into account the design, production and review of an interactive media product
- ➢ utilisation of recognised design processes e.g.:
    - o create wireframes
    - o Storyboards
    - o navigation maps/plans
    - o planning timescales
    - o sketches
    - o mind-maps
    - o mood-boards
    - o colour combinations
    - o typography etc.
- ➢ the sourcing and creation of assets required for the production of your interactive media product.

You could produce the following evidence:

- ➢ Digital or physical presentation
- ➢ Written report
- ➢ Audio/visual narrative
- ➢ Blog/vlog
- ➢ Annotated diagrams
- ➢ Wireframes
- ➢ Storyboards
- ➢ Navigation maps/plans
- ➢ Planning timescales (Gantt charts)
- ➢ Sketches
- ➢ Mind-maps
- ➢ Mood-boards
- ➢ Colour combinations
- ➢ Typography options (font stacks/font families)

Learning Objective 2 and 3	Pass	Merit	Distinction

Produce a proposal meeting the requirements of a brief	The proposal will show application of skills in meeting the brief and <u>responding</u> to any straightforward problems that arise	The proposal will show the <u>effective</u> application of skills in meeting the brief and <u>solving</u> any straightforward problems that arise	The proposal will show the <u>consistent</u> and <u>effective application</u> of skills in meeting the brief and <u>efficiently solving</u> any straightforward problems that arise
Produce planning for an interactive media product meeting the requirements of the brief and proposal	Planning process will show application of skills in meeting the brief and <u>responding</u> to any straightforward problems that arise	Planning process will show the <u>effective</u> application of skills in meeting the brief and <u>solving</u> any straightforward problems that arise	Planning process will show the <u>consistent</u> and <u>effective application</u> of skills in meeting the brief and <u>efficiently solving</u> any straightforward problems that arise

Task 3 (LO4) - Review the proposal and the planning of an interactive media

product Now review the plan which you created. You must evaluate:

- ➢ How well your plan addresses the design brief
- ➢ Your choice of interactive media product
- ➢ Your intended platform for the product
- ➢ Your choice of assets and processes
- ➢ What went well/not so well
- ➢ Timescales/meeting the deadlines

You must also collect and consider feedback from e.g.:

- ➢ Client
- ➢ Specialist e.g. professional developer
- ➢ Audience/end-user
- ➢ Peer
- ➢ Teacher

You could also consider ways to improve.

You could produce the following evidence:

- ➢ A report
- ➢ PowerPoint
- ➢ Annotated design sheet
- ➢ Audio
- ➢ Visual

Learning Objective 4	Pass	Merit	Distinction
Review the proposal and the planning of an interactive media product	Describes the proposal and planning process involved and identifies <u>some</u> aspects of what went well/not so well	Describes the proposal and planning process <u>involved</u> and identifies what went well/not so well	Describes the proposal and planning process involved and <u>identifies</u> what went well/not so well <u>and any</u> <u>opportunities for</u> <u>improvement</u>

NCFE Level 2 Award in Interactive Media Unit 3 Development and Production of an Interactive Media Product

Assignment Title	Designing an Interactive Multimedia Product for Valley Park School
Duration	40 Hours

Internal Assessment Task

You will understand how to use appropriate software for development and creation of an interactive media product and its assets.

> As an official part of the new student induction team for Valley Park School, it is now your job to produce and test the interactive media product to promote the school to your chosen audience/end users that you developed within the previous unit. The New Student Team director wants to see clear evidence of your development processes.

Task 1 (LO1 – LO2) – Create an Interactive Media Product

You must show the new student induction team director that you know about and are able to
use: ➢ Directory / Folder Structures
➢ File types and exporting options
➢ Software solutions and associated tools
➢ The needs of your chosen audiences/end-users.

You must provide:
➢ Your development works
➢ Your final interactive media product

You could product the following evidence:

➢ Digital or physical presentation
➢ Written report
➢ Audio/visual narrative
➢ Blog/vlog
➢ Screen Capture
➢ Podcast
➢ Interactive Media Product

Learning Objective 1 and 2	Pass	Merit	Distinction

Understand how to use appropriate software and hardware for the development and creation of an interactive media product and its assets	Correctly applies <u>some</u> technical terms with examples/explanations	Correctly applies <u>a range of</u> technical terms with examples/explanations	<u>Consistently</u> and correctly applies a <u>wide range</u> of technical terms with <u>well thought-out</u> examples/explanations
2 Create an interactive media product to meet a brief	Production process will show application of technical skills in meeting the brief and <u>responding</u> to any straightforward problems that arise	Production process will show the <u>effective</u> application of technical skills in meeting the brief and <u>solving</u> any straightforward problems that arise	Production process will show the <u>consistent</u> and <u>effective application</u> of technical skills in meeting the brief and <u>efficiently solving</u> any straightforward problems that arise

Task 2 (LO3) – Review an Interactive Media Product

> The New Student Team director has asked you to review your working processes and your interactive media product to ensure that is suitable for your chosen audience.

You must collect feedback and evaluate:
- ➤ Your final product compared with the brief
- ➤ Your initial ideas and planning
- ➤ Your choice of assets
- ➤ Your choice of software
  Strengths and weaknesses of your interactive media product and working processes ➤ Ways to improve your interactive media product and working processes.

You must also collect and consider feedback from e.g.:

- ➤ Client
- ➤ Specialist e.g. professional developer
- ➤ Audience/end-user
- ➤ Peer
- ➤ Teacher

You could also consider ways to improve.

You could produce the following evidence:

- ➤ A report
- ➤ PowerPoint
- ➤ Annotated design sheet
- ➤ Audio
- ➤ Visual

Learning Objective 3	Pass	Merit	Distinction
Review their finished interactive media product	Identifies/outlines basic ways to improve the outcome and the production process	Identifies/outlines advanced ways to improve the outcome and the production process	Identifies/outlines advanced ways to improve the outcome and the production process with development/explanation of ideas

NCFE Level 2 Award in Interactive Media Unit 4 Present and Promote an Interactive Media Product

Assignment Title	Promoting a completed interactive media product
Duration	20 Hours

Internal Assessment Task

In this final unit, you will present and promote an interactive media product in the creative media industry.

Five months ago, when you were appointed to the new student induction team, you were on a 6month probationary contract. In one month's, time you will be invited to a final interview to decide if you will be offered a permanent post. At this you interview will be asked to:
  ➢ Give a presentation of your work for Valley Park School
  ➢ Showcase your products and skills
Before then you still have a number of tasks to complete. Your performance in these tasks will also be reviewed at the final interview.

Task 1 (LO1 – LO2) – Create a Product to Promote your Interactive Media Product

The New student Induction Team Director, Janet, was very pleased with the interactive media product that you created to promote Valley Park School.
She now needs you to demonstrate how much you know about:
  ➢ methods of presenting interactive media products
  ➢ methods of professional promotion
  ➢ the intended audience
  ➢ physical and / or digital presentation skills
  ➢ communication skills
  ➢ technical skills
  ➢ selection of format and medium
  ➢ methods of self-promotion

You could product the following evidence:

  ➢ Annotated screenshots (e.g. social media page)
  ➢ Presentation
  ➢ Video recording with commentary
  ➢ Digital or interactive presentation
  ➢ Poster
  ➢ Leaflet
  ➢ Audio/visual narrative
  ➢ Blog/vlog
  ➢ Screen capture
  ➢ Flyers / email
  ➢ Podcasts

Learning Objective 1 and 2	Pass	Merit	Distinction
Understand how to promote their skills and present an interactive media product in the creative media industry	Describes a single method of presentation and promotion in addition to the client needs and opportunities available in the industry	Describes at least 2 methods of presentation and promotion in addition to the client needs and opportunities available in the industry and <u>makes some links between them</u>	Describes a wide range of methods of presentation and promotion in addition to the client needs and opportunities available in the industry and <u>explains how they are linked</u>
Present an interactive media product and promote their skills	Selects and uses technical skills to present and promote an interactive media product.	Selects and uses a combination of the <u>most appropriate</u> technical skills and equipment to present and promote an interactive media product	Selects and uses a combination of the most appropriate relevant skills, equipment, materials <u>and</u> processes to present and promote an interactive media product

Task 2 (LO3) – Review a Method of Promoting an Interactive Media Product

You have now completed all the tasks set by the new student induction team Director. Before the interview, they ask you to review how well you have presented your product and promoted your skills, highlighting strengths and weaknesses.

In your review you must evaluate:
 ➢ Strengths and weaknesses
 ➢ Feedback

Your review is to be submitted to the new student induction team Director before your final interview takes place. This interview will determine whether you have successfully completed your 6-month probationary period.

You could produce the following evidence:

 ➢ A report
 ➢ PowerPoint
 ➢ Annotated design sheet
 ➢ Audio
 ➢ Visual

Learning Objective 3	Pass	Merit	Distinction
Review the presentation of their interactive media product and promotion of their skills	Identifies a range of strengths and weaknesses with supporting evidence.	Identifies a range of strengths and weaknesses with supporting evidence and describes the impact on the overall outcome	Describes a range of strengths and weaknesses with supporting evidence, showing evidence of recognising different levels of importance

Learner Evidence

<u>Unit 1 – Investigate interactive media production</u>
<u>LO1: Understand what is required for the development of an interactive media product.</u>
<u>Features of an Interactive Media Product</u>

Features

House style – House style is a set of rules which states how all documents are written and how communication from a business should be formatted. This is a good interactive feature because it means the audience can read and understand what the interactive product is saying so they could find out where they are supposed to do or what they want to know about the school. House style makes the product more professional, house style includes where your logo is on the page or it could include what font or colours are being used in the interactive media product. House style would be used in an interactive media product to make sure that the colours, fonts and layout of the pages meet the requirements for the audience, purpose and clients.

Colour scheme – Colour scheme is what colour's you are going to use and whether each page is going to have specific colour's or if the whole document will have similar colour's. This is an interactive feature because if each page has a different Colour it will make the user get really attached with the document so therefore the user won't get bored. The colour scheme links in with house style because if the document had a specific home style then the colour scheme has got to meet the same house style for the document to look professional. An example of a colour scheme would be to have the same colour throughout the product or to have different colours that related to the audience and purpose. A colour scheme will be used to make the product look professional and interesting for the user also it would be used to make the product engaging so the user wants to use the product.

Typography – is the style and appearance of the text. this interactive feature is good because the font and how the text looks will engage the user making them want to use the kiosk. Typography could include different text styles, colour of the text or they could have the same colour text font with the same size throughout the entire interactive media product. Typography would be used in an interactive media product because text would be able to tell the user about the location and then people could read the information at their own pace, it could also be used to make it look engaging and professional.

Roll overs – roll overs is when the user hovers over a link and then another link or some text will appear about the thing that they have clicked on this is a really good interactive feature because it keeps the user engaged and this would make them want to use the console. An example of a roll over would be putting the mouse over a button on a navigation bar and a drop down menu appearing or the button that the mouse is on could change colour to indicate that the user is on the page. Roll overs can be used on an interactive media product to tell the user what page that they are on or it could be used to play a video or activate a link inside the product.

Links – links are writing that takes you to a different page or a different part of the website and back to the page that the user have come off of. I think this is a really good interactive feature because the user can go from one page easily making it really quick and useful for the user. There could be internal links which are links to other pages in the interactive media product or there could be external links which are links to a different website that is not in the product for example there could be a link to a YouTube video. Internal links could be used in an interactive media product to get from one page to another page in the interactive media product which is important otherwise the user would stuck on one page and not able to move to other pages of the interactive media product however I do not think that external links are going to be important because it could draw their attention away from the product also the user may not need to come off of the document as it may have all of the information.

Interactive elements – Interactive elements are elements that the user can have control over for example: a pause/play button on an IPad the user is in control of when he/she would like to play and pause the program. I think interactive elements are important for an interactive media product because it allows the user to be in control of the product making It so they can find information without having to watch a video and standing there until they get to the information the user would

Like to find out. Interactive elements such as animations, moving pictures, animations between the different pages are important because they will keep the user engaged also it would be important as the client may have asked for it to be interesting and have interactive elements.

Navigation bar - a navigation bar is a bar on the side of the screen allowing the user to get from one page to another page. I think a navigation bar is beneficial because it means that the user is in control of what information they would like to find out also it saves the user time and ensures that they do not get bored using the product. Navigation bars are important because they allow the user to get in between the pages clearly also if the navigation bars had a drop-down menu then the user could see if that is the correct page for the information that they are looking for.

Hit counter - a hit counter is a piece of code that is built into the main website to track visitors. I think this is a good feature for an interactive media product because it allows the owner to make any necessary updates to the site to ensure people come back or more people use the website. Hit counters track visitors so that the owner of the website can see if their website is a success and so they can make necessary changes based on the pages are visited most often.

Processes involved in Interactive Media Products

Storyboards can be used to plan what is going to be on the product and they can be used to plan what is going to happen in the video, this will contribute to the interactive media product because it will help the creator to know what information to put in the product and the order the pages are in, when using a storyboard you can annotate certain parts of the pictures to illustrate your points also you can comment on the colours of the product and you can make it clear as to what you are going to do on the video and animations that are going to be included in the interactive media product.

Storyboards can link to mood boards as the creator can build on some of the ideas that have been shown in the mood board also it means that you can clearly down what is going to happen in the product. It can also link to scripts as you can plan your animations and videos in more detail before you start creating what you are going to say. Coding links to storyboards because if you do not plan out what is going to happen in the product otherwise it will get very confusing, so this section is key to the coding of the product. It also linked to testing as you have to test your product and if it does not look right or doesn't work, it means that you then have to go back through your designs and figure out what went wrong and how it can be sorted.

Mood boards can be used to show the colour schemes and images that will be used in the product. This will contribute to the interactive media product because it will help the creator clearly see the images and colours that the client would want. Also, the mood boards could be shown to the client to make sure that they are happy with the choices of colour and pictures that are going to be on the interactive media product also on mood boards notes can be written on separate paper and stuck to it, so the creator knows exactly how to put the interactive media product together. Mood boards can be used to show the things that are going to be used in a video for the interactive media product. Mood boards can be used to help gather ideas for the interactive media product

Moodboards can link to storyboards, scripts and coding because you have to create the script, storyboards and moodboards so that you can follow the designs when coding the interactive media product. Moodboards will help to collect ideas together for all of the above areas. You will be able to plan out and gather inspiration about the different areas and this will help to plan them in more detail using a storyboard and script. The coding will be built on all of these areas and make it much more interesting.

Scripts can be used to plan out the kind of things that are going to be on the pages of the interactive media also scripts could be used to plan voice overs or what is going to be said in the video that could go into the interactive media product, this will contribute to the interactive media product because it would make you look professional as you would know what you were talking about and it would mean that your speech would flow throughout the interactive media product. It also saves time and make the recording easier.

Scripts link to storyboards because you would want to develop the sound and music for your videos and a script allows you build on the ideas that you have already planned in your storyboards also mood boards link scripts because it lets your develop your ideas and start to plan out exactly what is going to be in your product and what is not going to be in your product.

Risk analysis can be used to plan out all of the possible negative outcomes so that everyone knows what could go wrong during the process and so that people would be able to watch out for the risks and stay safe when filming as they know what could go wrong during the filming. This contributes to the interactive media product because it will mean that the people filming and making the product would know all of the possible negative outcomes when making the product. It could also be the users using the computers for too long and hurting their eyes, it could also be the users using the equipment that they would be using could be dangerous or if they were using a camera

and they didn't know how to use it properly then they could end up hurting their eyes or someone else's eyes also if they were using a hole punch or a stapler then they could cotch their fingers in the stapler or hole punch.

Risk analysis links to coding, scripts and storyboards because you need to find out whether you can certain things safely also you need to consider the risks of everything because if you decide to go filming a school and you fall over you could not only hurt yourself, but the camera could get damaged meaning that you cannot film anything without getting it fixed which could delay the production of your product.

Flowcharts can be used to show how you move from one page to another page it is also so good because the creator could annotate on the flowchart of what animations they would want to use. Also, they can be used to plan everything clearly and make sure all of the information is in the right places. This contributes to the planning of the interactive media product as it is clear and useful, and everyone can see the transitions and pages clearly also it could be used to show what is going to be on the pages, so people can easily see how the product is going to flow and the order of the pages.

Flowcharts links to storyboards because it allows the creator to plan out exactly how someone or something is going to do. Also a flowchart can link to the risk analysis because you have to plan out and find all of the possible risks for example: if you had a flowchart of someone making a cup of tea then a risk that you have to consider is how are going to boil the kettle safely so if you were to film the product then you would have to make sure that there are no safety issues that will affect your safety or the filming of the product. A flowchart will help plan out each of the sections meaning that you would know much time to spend on each stage because if you spend too long on one section then users could quite easily lose interest in the product and walk off.

Coding can be used to make the product and make all of the interactive media features in the program of your choice also it can be used to make sure all of the transitions work together. This contributes to an interactive media product because it where the making of the product happens. Coding can be used to try out new things and experiment with the different features following the design plans that have been made, also if something in the plan does not look right in the product then the person making it can change the transitions or colours to make the product look right.

Coding links to scripts, moodboards and the storyboard stages as these make it clear as to where you need to start to create your product also you need to code your product to make it is interactive and useful to the client.

Testing can be used to check to see if the product works and there are no mistakes or errors in the program. It can also be used to change something that doesn't work in the product and to review the product to make sure that there are no errors inside the code. This contributes to the making of the product as the program would be tested to make sure that there is nothing wrong with the code, interactive features and animations work properly. These steps have to be followed in the correct order because the testing relies on the coding and the coding relies on the testing because if something goes wrong in the test then you have to go back and edit the code to make it work. Is it important to rest your product using something called "Iterative testing" which means that you would test your code as you go through the product so then it makes it easier to fix the errors as you could know where they are whereas if you test it at the end of the product there could be lots of errors that you would have to go through and find which would take longer also it is linked to flowcharts, mood boards, storyboards and scripts because it means that you can test all of your designs and plans to find out if they work.

Techniques Involved in Interactive Media Products

Sound editing is used to create an interactive media product because it allows the owner to make songs to play throughout the interactive media product, this is an important feature because the music would keep the user engaged with the interactive media product, however it could be a bad idea because the user could get distracted by the songs therefore they will not gain any information from the interactive media product.

Sound editing links to video editing because the sound that you are editing you are going to use in the video that you make. It's important to make sure that the sounds you edit are going to work in the video that you want to use in your product. Sound editing also links to animation because the sound that you make might also be used within an animation. Sometimes the sounds that you edit could be used in your final product, for example when you click on a correct or wrong answer in a quiz. This means that your sound must again be suitable to be used.

Animating is used in an interactive media product because if you animate a page the user is going to use the interactive media product because it is engaging ad does not make the user bored form using the product, this is an important feature because it will keep the writing to a minimal so the user does not have to stand there and read a lot of writing as the user will lose interest in the product and not use the product again so, animations are important in the interactive media product

Animating links to video editing because you might want to animate text that will come into your video to explain what you are talking about also animating could link to the interactive media authoring software becuase3 you could animate a logo or picture that you would use in your final product. This means the animations, text and pictures must be suitable for the audience and purpose. Video editing is used to create an interactive media product because if the video was too long or went in the wrong places then you can cut out the not very good bits of the video however, if the video was too long then the user could easily get bored of someone talking therefore they would just walk off and figure it out themselves so that is why you need video editing to edit the videos that you would want to put in your documents, I would use movie maker or iMovie to put my video together, I think this feature is useful for the editing and making part of the interactive media product which will have a good effect on the product also if the video hasn't been edited properly then users could lose interest in the product. Video editing links to image manipulation and animating because you might want to use the images that you edit in the animation and then you could use the animated edited image in the video to explain or show what you are talking about, sound editing can also link to video editing because you might want to use the sound in the video to keep the audience interested instead of them listening to the sound of a boring voice.

==Image manipulation== is used to create an interactive media product because the images can be manipulated to match a high frequency or a different resolution I would use Photoshop or flash to manipulate the images. I think image manipulation is a good feature to use for the making of the interactive media product, so all the pictures look clear, professional and engaging for the user to look at.

Image manipulation can link into video editing because you might want to use the images that you have edited in the video to help explain what they are saying also this would keep the audience engaged because they would be able to see the images and understand what is being said. Image manipulation also links to animating because you might want to use the image that you have manipulated in an animation to then put into a video.

==Interactive media authoring software== is the software that is used to make an interactive media product, for example: mediator or Dreamweaver. I think this is an important feature because when you make the product you can try out the effects for the product also you can make sure all of the information is correct and looks professional. This feature is important because it is where all of the planning of the product can be made to fit the audience and

purpose also when making the product the ideas can be changed as they may not work or look right in the interactive media product.

Interactive media authoring software links to image manipulation, video editing, animating and sound editing because when you make the product all of these separate things get combined so they can be put into the final product because you can use the manipulated images to help the user to understand what you are saying also you could have a quiet background sound to keep the users engaged. As all of these elements are coming together in the final product you will have to make sure that it definitely suitable for the audience and purpose.

Sources for Interactive Media Products

The Internet

1. First I would type into a sensible and reliable search engine (for example: google) images of valley park school or facts about Valley Park School.
2. Then I would scroll down and look through most of the websites to find the correct information, for example: I would use the Valley park website as it would be easier to find out information that would match the design brief.
3. Finally I would put the information into my own words on my product and I would reference on my product where the information has come from by coping the link for the website that I used and any images that are from google that I have used would have to be put into an asset table to reference where they come from.

Books

1. First I would go to the library or book store and have a look for books that are relevant to what I need to know for my interactive media product.
2. Then I would sit down and look through these books to find out any information also I could photocopy the pages that require so I have a paper copy to take home depending on where I got the book from also I can scan the pages onto a computer and then crop the images down so I have an electronic version of the document.
3. Finally I would write the information down in my own words and reference where I got the book, what book and the page numbers of the book also if there were any images in these books that were relevant then I would put them into an asset table to reference the images.

Technical manuals

1. I would go to the library or bookstore (if I did not have a technical manual) and find a technical manual that was relevant to what I needed to use. For example: a photoshop manual could be used to help me when I am editing my images that are going to be in my interactive media product.
2. Next I would read through the information and pick out key parts to help me also I could photocopy the parts of the books that I would need.
3. Finally I would reference where I got the information from and I would use an asset table to reference all of my images that I have used from these books.

Magazines

1. I would go to the Library and find a range of magazines that would help me complete my product.
2. Then I would look through the information and photocopy the pages and images that I would require
3. Finally I would reference where I got the information from and I would use an asset table to reference all of images that I have used from the magazines

In my opinion I think magazines are unreliable because the information may not be correct or the information could be biased therefore you could be using false information also if you were going to use a magazine then I would make sure I had a second source to back up what I am saying in my interactive media product.

Health and Safety

Data protection act 1998

The data protection act has been made to protect personal and private data of someone who's info has been stored on a computer. It applies to personal data such as bank details, name, address, ext. the act states that the data should be processed in accordance with the rights of the data subject. The acts main job is to prevent data theft. If you are making a kiosk- you need to keep the users' data safe, that is our responsibility should they give us their name or a form. This means that the kiosk needs to be secure and on a well-protected program not just lying out on an easily hackable document or on a system anyone can view and take at their own will or guarded by a person who is untrustworthy and will lose or take the information for himself. In order to comply with this act, we will store the information on only one system that is protected with anti-hacking software and a firewall that only one trusted person can get through with a complex password and proof of authentication. For my product all the information will be saved on that product and that product alone, in a safe and secure way. I will also safely dispose of any information that I don't need and only save what information is absolutely necessary.

Computer misuse act 1998

The perused misuse act was made to help protect computers against malicious attacks and of theft of information. The main offences the act recognises are; getting computer materials without the owner's permission (looking at other files without consent), getting perused materials without permission with further malicious intent (hacking into a data base and stealing confidential info), and changing data without permission (damaging companies and organisation by altering data to cause chaos or delays to their systems). The acts main job is to prevent black hat hacking. This will affect our product because if you need the user to enter something like a name we will need to make sure the person entering the data isn't someone pretending to be someone else so there will be a password system in place also to reduce the risk of all our data getting corrupted or stolen the precautions put in place to comply with the data protection act will help to prevent this. I am the only person who knows my username and password, and my password is as secure as it can be, and I change it regularly to avoid someone guessing my password or learning it and using it against my permission.

Copyright, design and patents act 1988

This act is designed to stop people stealing others work and claiming it as their own. The copyright, design and patents act are the current copyright law in the UK, it gives creators of products that are openly available for others to view or download, the right to control he way material and content they have created can be used. If you want to use something that is subject to copyright, you would need to ask the owner's permission first or reference them in your product with an address or name(s) or you cannot use it. The acts main job is preventing theft of content. This will affect us as we need to gather information from various different sites so that we can be sure our work is the best it can be and is all correct, and as we don't have enough time to go around asking every site for permission, I will reference any sites I used for this project in my portfolio. However, I will only use others information when absolutely necessary and any information that I do use will be put into my own words to ensure that my work is mine and mine alone, additionally I will reference any group work that I take part in as that work will belong to all the members of the group and not just me.

Health and safety at work act 1974

The health and safety at work act is the main piece of UK health and safety legislation and it makes sure all employers are giving their employees' health and safety at work. The act requires that all

employers should; Provide tiltable screens, Provide anti-glare screen filters, Provide adjustable chairs, Provide foot supports, Make sure lighting is suitable, Make sure there is sufficient space for people to work, Train employees how to use work stations correctly, Ensure employees have sufficient breaks, Pay for regular eye sight tests for anyone who needs prescription glasses in order to use the equipment. The acts main job is to ensure employees are safe. This act does not directly apply to me as I am a student however, I will be complying will some of the acts points in order to ensure my own well-being whist creating my product meaning that my product will be the best product that it could possibly be. The school's computers have adjustable and antiglare screens and the computer rooms are always well lit, this is because if you are looking at a screen for too long it could damage your eyes if they don't provide these things. At school we all have guidelines to follow in regards to how we use and treat the school computers so we all know how to use our computers and workstations to their fullest extent and not cause harm to ourselves or others, this is because if we didn't know how to use our stations properly it could lead us hurting ourselves or others and we only work for an hour at a time twice a week as these are when our lessons are, if we didn't have sufficient breaks between our work then we would get exhausted and it could lead to other medical problems and our work not being of a high quality or standard.

Health and safety (display screen equipment regulations) 1992
These regulations apply to all display screen equipment- for example perused screens. The main provisions are that employers must carry out a risk assessment of workstations used by employees, they must ensure that employees take adequate breaks from looking at their screens, the employer has to ensure that employees have regular eye sight tests for anyone who needs prescription glasses in order to use the equipment, and keep written records of who receives free eye tests, the dates and costs of the tests, and they must also provide their computer users with adequate health and safety training for any workstation they work at. The acts main job is to ensure employees are safe and do not get into any workplace injuries. This affects our work because if you are looking at a screen for too long it could damage your eyes and causes headaches and if a person has glasses the company should pay for regular test to make sure their condition is getting worse. It prevents tiredness caused by poorly designed workstations, and breaks help ensure that injuries like repetitive strain injury don't affect the employees. The school provides solutions to most of these issues, but these regulations do not apply to students in schools only in workplaces. I will make sure that I take regular breaks, my desk is clear and that I am comfortable whist completing the tasks. I will also make sure that I adjust the blinds in the classroom.

Audience and Purpose

Audience

My product will be mainly aimed at New year seven students, male and female also it will be aimed at students who are already at the school, parents, visitors and new teachers because they are going to want to know roughly where everything is. My audience interests are going to be finding about the school and their way around the school. I will have to think about catering for all these age groups when making my product as it will have to be user friendly and professional. I will have to think about the gender and make sure the colour scheme is sensible and have colours that are not just aimed at one gender.

Purpose

The purpose of my product is to help new year sevens, existing students, parents, visitors and new teachers find their way around the school. They would also learn about the community they or their children are entering, also as there are a wide range of options from after school activities to options for the next stages of the students life after year 8. My product will also have a map to help students find there way around the school this will meet my purpose objective.

LO2: Experiment with interactive media products and their production in relation to a brief

Pages

Pages

1. Title - on this page there will be an original valley park logo that I will have created it will also say 'click to begin' and after they have clicked the words 'CLICK TO BEGIN' then it will take them to the home page.
2. Clubs - On this page there will be a table with four columns. The first column will have the club in it, the next column will have the room that the club is held in, the third column will have the times of the clubs finally in the last column there will be the teacher who is running the club
3. Subjects - On this page there will be a list of GCSE, A LEVEL AND BTEC's that the school offer for the next stages of students life
4. Map - on this screen there will be a map to help students, parents and visitors find there way around the school
5. Nav.screen / Nav.bar
6. Community page
7. Gallery
8. Quiz - on these pages there will be a series of questions about the information in my product and what the users have learnt about the school.
9. FAQ
10. Teachers - on this page there will be a list of teachers and a bit of information about what they teach and how they teach. This will only be on there if I can get there permission
11. Student voice - on this page there will be a list of things the student voice have done to change the school also it will tell students when it happens and who runs it.
12. Prefects

Solutions for an Interactive Media Product

Interactive media
solutions

By molly sears

Introduction

▶ An interactive media product is a product that you can get involved with or you can control and play games

▶ An interactive media product is where you are in control

Examples of interactive media products are:

- Interactive kiosk
- Interactive television
- Apps
- Augmented reality
- Website
- DVD

DVD

- Compact disc to store data or films
- House, cinemas and any where with a DVD player

Advantages:
- Space saving
- Easy to carry

Disadvantages:
- Easily corrupted
- Not secure
- Could get damaged

- A DVD is a disc that films or storage it is also known as a compact disc
- It is a round 2d flat disc

There are two types of discs standard single layer discs and dual layer discs,
- The single layer discs can hold approximately 4.7GB
- The dual layer discs can store up to 8.54GB
- Dual layer discs have two layers of readable data on one side
- A single sided single layer 8cm DVD can hold 1.46GB
- These can be used pretty much anywhere that has a DVD player For example: your homes and cinemas

Advantages:
- A DVD is space saving
- Easy to carry
- The data is stored in compact format

Disadvantages:
- A DVD is not secure so the disc can be easily hacked or corrupted
- They could get damaged by being scratched or could be broken.

Interactive kiosk

► Delivers information
► Enables transactions
► Tells you about a product or item in the shop

Advantages:
► Large screen
► More advert space
► Specific location

Disadvantages:
► Regular maintenance required
► Initial hardware cost
► High installation and authorisation cost

- An interactive kiosk is an interactive system designed for public use that delivers information or enables transactions
- It provides the customer with the information about the shop or the items in that shop
- An advantage and disadvantage would be it replaces a human assistant, this is an advantage because it allows the customer to find out more accurate information about the place but then it is a disadvantage because people would loose their jobs making it harder for them to pay for the necessary things.

Advantages:
- It has a large screen for navigation
- It has more advert space
- The kiosk has a specific location

Disadvantages:
- It has to have regular maintenance
- Its initial hardware cost is expensive
- It has high installation and authorisation costs
- Takes up quite a bit of space

Website

- A link from the world wide web to a document or web page
- Setting up your own business and using it for research

Advantages:
- Reaching a wider audience
- Anyone anywhere and any time

Disadvantages:
- It's not very reliable

- A website is a link to a page or document in the World Wide Web
- A website can be used to set up own business or a blog or something you would like to share with the world

Advantages:
- Reaching a wider audience anywhere and at anytime
- Easy access to business information
- Keeping it fresh

Disadvantages:
- It is not very reliable
- It crashes quite often
- It cannot reach the right target audience

Interactive television/videos

- Advertising programming
- Opportunity for viewers to communicate
- Multimedia presentation

Advantages:

- Narrow bandwidth
- Less broadcast transmission
- More precise
- Amount of information immediately available is enormous

Disadvantages

- Cannot follow up queries or interests
- Fragile signal
- Reception not perfect
- Not compatible with older technology

- An interactive TV is an approach to television advertising and programming that creates the opportunity for viewers to communicate with advertisers and programming executives by responding to a call to action
- It can be used for Facebook streaming, homework or watching TV

Advantages:

- It has a narrower bandwidth signal transmission (you can fit more channels in a certain range of frequencies and higher resolution on each channel)
- Less broadcast transmission power needed
- More compatible with modern technology such as computers, DVDs, blu-ray and modern video processors in tv
- More precise, sharper, less blurry for higher resolutions

Disadvantages:

- Reception is basically all-or-nothing deal; if your reception is not perfect, then it will sound choppy, start pixelating and can freeze up(compared to analogue, where you may see some static or whatever but you can still see the picture and hear at least one channel of audio)
- Limited colour range (although it is generally adequate for the human eye, e.g. 16 bit, 24 bit, 32 bit , analog can theoretically display an infinite number of colours)

Augmented reality/virtual reality

- An artificial world or a world that is not real
- It can be used at work, home, school and any other place

Advantages:

- Personal experience
- Can increase knowledge and information
- People can share experiences with each other in real time over long distances
- Games that provide an even more real experience
- Things come to life on people's mobile
- Form of escapism

Disadvantages:

- Spam and security
- Social and real time vs. solitary and cached
- Interoperability, the lack of data portability between augmented reality environments (such as Wikitude augmented reality and layar augmented reality browser)

- Augmented reality is basically a life that is not real a bit like the three DS's or a virtual reality headset, it puts you in a world that is not real
- Augmented reality could be used at work because you can walk around and do your work

Advantages:

- It provides a personal experience
- It can increase peoples knowledge
- It can allow people can share experiences with each other in real time over long distances
- Games that provide an even more real experience
- Things come to life on people's mobile
- It can be used as a form of escapism

Disadvantages:

- Spam and security
- Social and real time vs. solitary and cached
- Interoperability, lack of data portablitly between augmented reality environments (such as Wikitude augmented reality and Layar augmented reality browser)

Apps

- Self- contained program or piece of software
- Can be used at work, home and anywhere

Advantages:
- Better experience
- Worldwide access

Disadvantages:
- Internet reliance
- Security
- Reduced speed

- An app is a self-obtained piece of software controlled by a company or website like Microsoft or apple
- An app is used for playing games or doing research at school or in different place.

Advantages:
- A better user experience
- World wide access
- Client secure login
- Easy install
- Always up to date
- Storage increase

Disadvantages:
- Internet reliance
- Security
- Reduced speed
- Browser support

Interactive media solutions

DVD:

I would use a DVD at valley park school so that students can watch the DVD in assemblies and learn more about the school also they could get form tutors to play the DVD in form time so that if the students have any questions they could ask their form tutors for more information, the only problem with using a DVD is students may have missed something quite important or if there is a section about how to find their way around the school then students could get lost because they may not remember the correct way to go and they will not be able to check it because they do not have the video to watch.

Interactive kiosk:

I would have an interactive kiosk dotted around Valley Park so that students would be able to use it at any point during the day. However this might not be very suitable because if students are lost then they could get confused trying to find the kiosk also it could be very busy around the kiosk meaning someone could get hurt.

Website:

I would use a website because it would be completely accessible to everyone in the school, however students could be using the website and not looking where they were going causing them to walk into something and get hurt also the students might not be able to get onto the website as the wifi connection might not be very good.

Interactive television:

I would use an interactive television by the hall at Valley park school because that is the most common place that students walk by. I would use this to make the students less confused about their way around the school, however this would cause problems because it could cause a blockage where they are having to wait around for the correct section of the video causing the students to be delayed getting to their next lesson.

Apps:

I would create an app that students could download on their IPad's so that students could easily access at any point of the day, however if students are constantly looking at their IPad's then they are more likely to walk into a pole or someone causing them to get seriously hurt.

Augmented reality:

I would use augmented reality so that students could hold up their IPad's and find out information about the classroom, however students could take forever to find the specific place that the image will work from also people could get hurt or it could cause a blockage in the hallway meaning the flow of traffic would be slowed down and one of the students could get hurt.

Colour Schemes

I like this design because I think it is clear as to which page the user is on also I think this design is really eye catching and very bright so I think this design meets the purpose of the product because it tells the user about the school and the kind of things that happen during school hours and outside of school hours, I think this colour scheme meets the audience because it is very eye catching however I think it is a bit girly so therefore I don't think it will appeal to boys as much as girls. In my opinion I think this is not the best design because most of the reception in the background is covered up also the title cannot be seen very clearly because the colour behind it is much brighter than the title causing the title to not be seen as clearly so I think if I was going to use this design I would have to change the title and I would have to make it so the image is not completely cover up the image so the users do not get confused as to what the image is, however I think people with autism and dyslexia may find it hard to read what is in the boxes because they are quite bright meaning people with autism and dyslexia may find that it hurts their eyes and they could have trouble focusing on the pages.
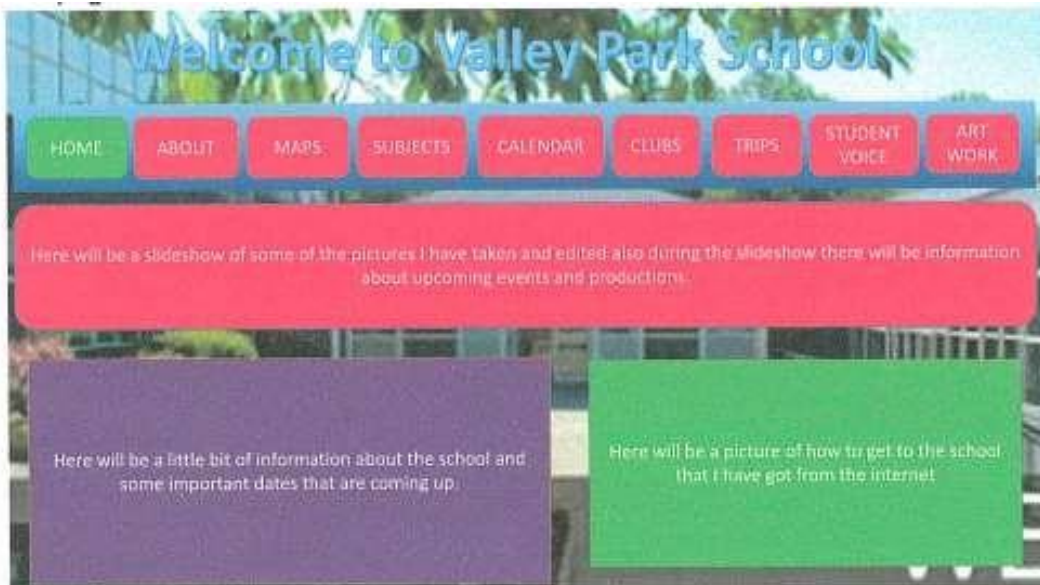
I like this design because I think it is really professional and not as bright as the first design therefore meaning that users with autism or dyslexia can use it without hurting their eyes where they are straining to read the information in the boxes. In my opinion I think this design meets the audience because all users can use it without damaging their eyes also this colour scheme meets the audience

as it will appeal to everyone as the colour scheme is a sensible colour scheme however I think the writing in the black box may be harder to see from a distance so if I was going to use this design as my final design I would either have to change the colour of the black boxes or the colour of the font to make it easier for the user to see the writing, I think this design meets the purpose of my product however the colour scheme does not really say

By molly sears

anything about the school and If I was going to use this design I would change some of the colours so they say something about the school because at the moment I don't think the colours say anything about the school.
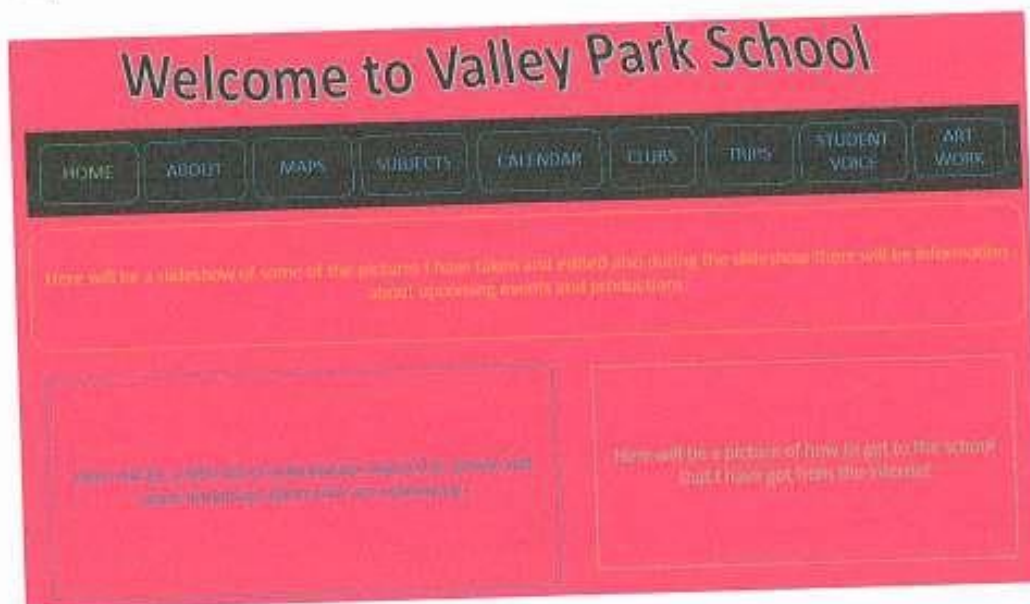
I like the design below because I think the design is really clear and professional also I think the design is a really appealing to all genders because there are colours that are aimed at girls and there are colours that are aimed at boys. However I think the design is very plain and boring also in my opinion I think the design is not as eye catching as some of my other designs therefore in my opinion I think I would either put a coloured background or a picture related to valley park school as I believe a background would make it eye catching and it could make users want to use it however I think I would use a light colour because I don't want it to overpower the other colours so the users focus is not taken off of the product and information in the product. I think this design would be good for people with autism or dyslexia because the design is not too bright and it would be easy to read for them.

I like this design however I think the colour scheme is more aimed at girls and I am not so sure boys would use my product because the colour scheme is very girly and some of the writing is not very clear and in my opinion I think the user would have trouble reading the writing therefore making it so they could damage their eyes as they are trying to find out about the school, I think the design is eye catching, bright and colourful which will attract more users however I feel this design does not meet the audience and purpose because the colours are mainly aimed for girls and the users will have trouble reading the information as the colours are not bright enough to stand out against the background. If I was going to use this design I would either make the font colours brighter and more appealing to boys or I would change the background and make the background more appealing to boys but still make it interesting for girls as well as boys. In my opinion I think people with dyslexia or autism would have trouble reading the product also in my opinion I think it is really bold and bright therefore I do not think my product meets the audience for everyone.

I like the design below because I think it appeals to boys as well as girls also I think the design is eye catching and easy to read however I think the three boxes at the bottom of the design should be the same colour as I feel that it does not flow also if I was going to use this design I would change some of the colours so they appeal to boys as

By molly sears

my design is aimed more at girls than at boys. In my opinion I think this design is a sensible and professional design however I think I would need to change some of the colours to balance it out and make my product appeal to both genders.

Image Editing Software Experimentation
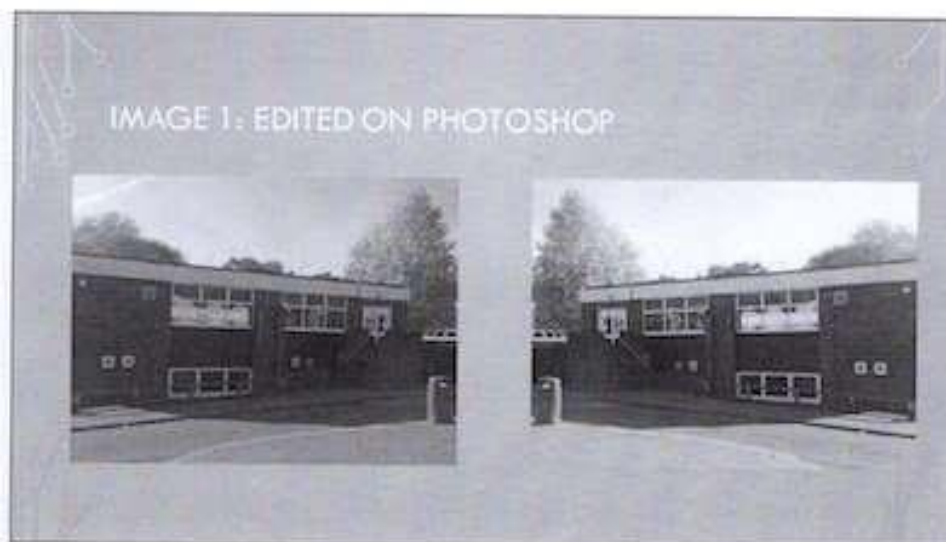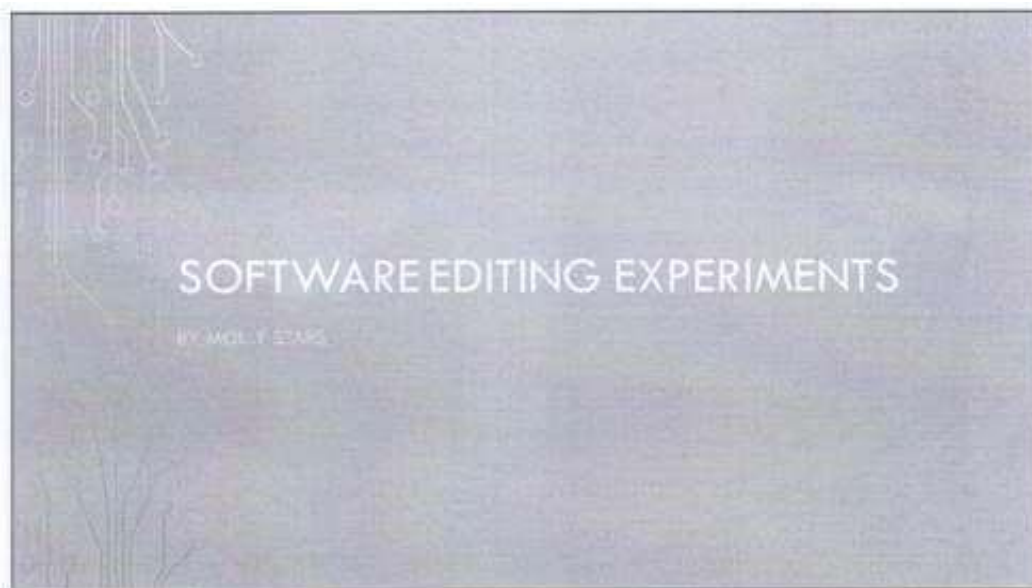
The image on the left is the original image and the image on the right is the edited image done in photoshop by using the colour balance tool and set it to +36 red, +10 green and +100 blue I have then used the levels tool to darken the image and finally I have used the brightness and contrast tool to change the colour of the image to get the final edit of this picture.

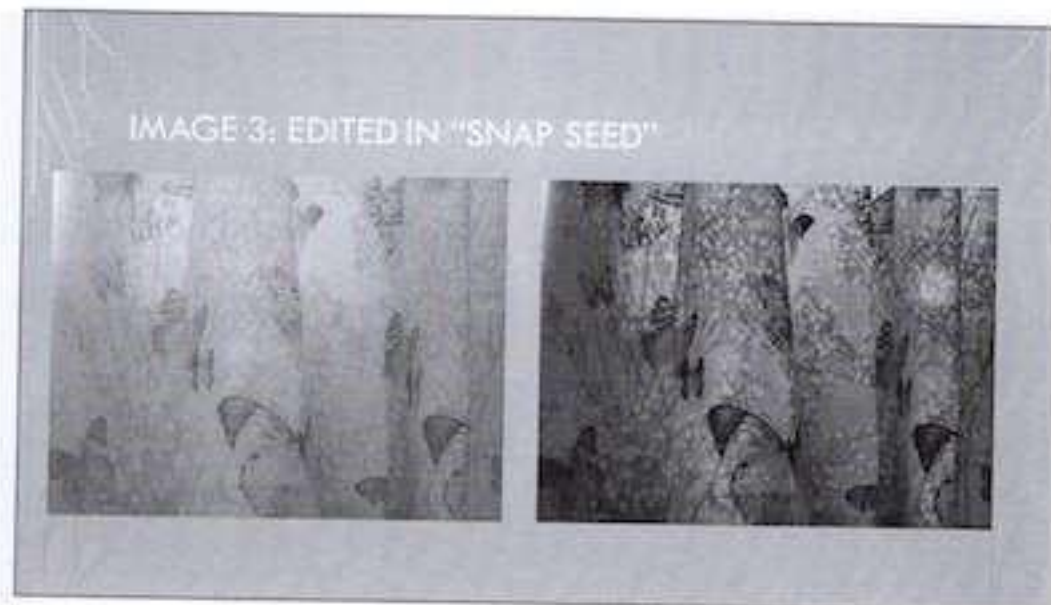I find photoshop easy to use because I use the software in other subjects
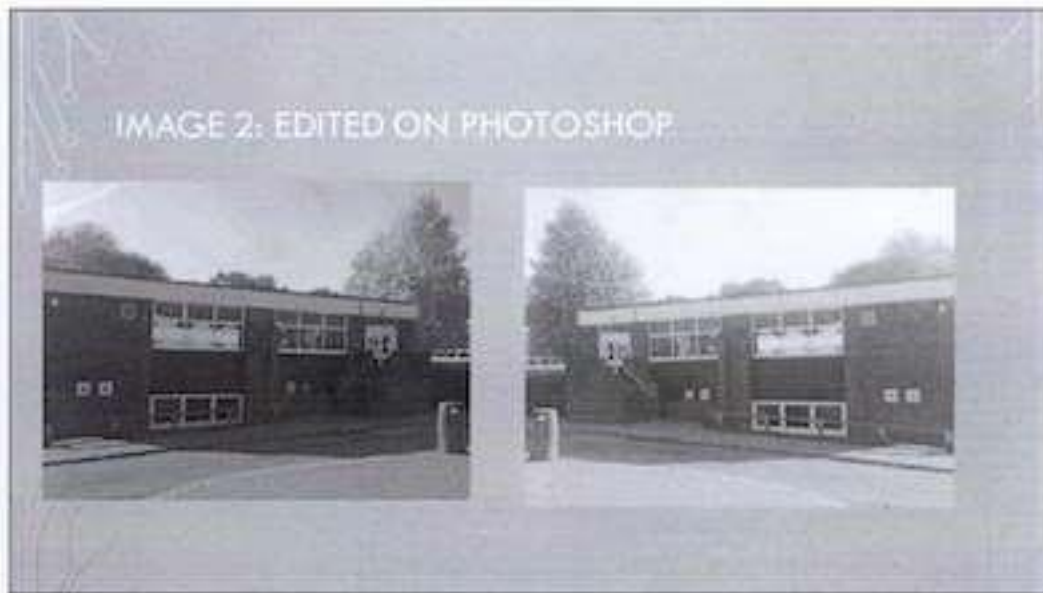
IMAGE 2: EDITED ON PHOTOSHOP

The image on the left is the original image and the image on the right is the edited image done in Photoshop by using the color balance tool and set it to +36 red, +10 green and +100 blue I have then used the levels tool to darken the image , I have also used the brightness and contrast tool to lighten the image and then I used the channel mixer tool at set the scales to -13% red, -17% green and +188% blue to make the final image. I found this easy to use because I use the software in other subjects frequently

IMAGE 3: EDITED IN "SNAP SEED"

The image on the left is the original image and the image on the right is the edited image done on an app called snap seed. I have used the drama 2 filter on snap seed to darken the image. I found Snapseed easy to use because I use this regularly.
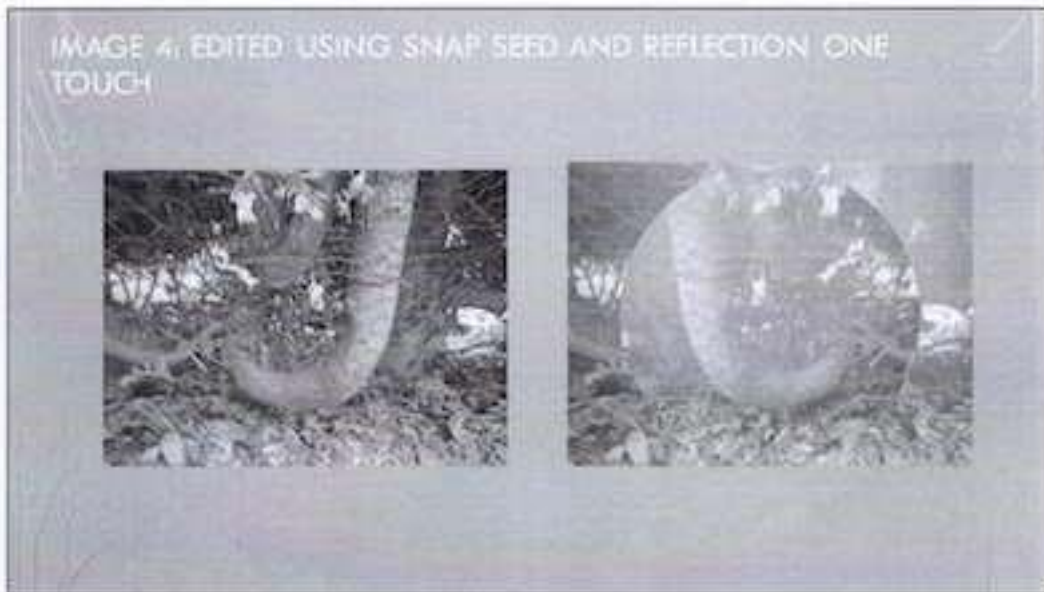
IMAGE 4: EDITED USING SNAP SEED AND REFLECTION ONE TOUCH

The image on the left hand side is the original image and the image on the right hand side is the edited image, I have used snap seed to flip the image and then I have used reflection one touch to put a red, blue, pink and purple filter and a circle filter. I found using both of these apps because I use the app in other subjects
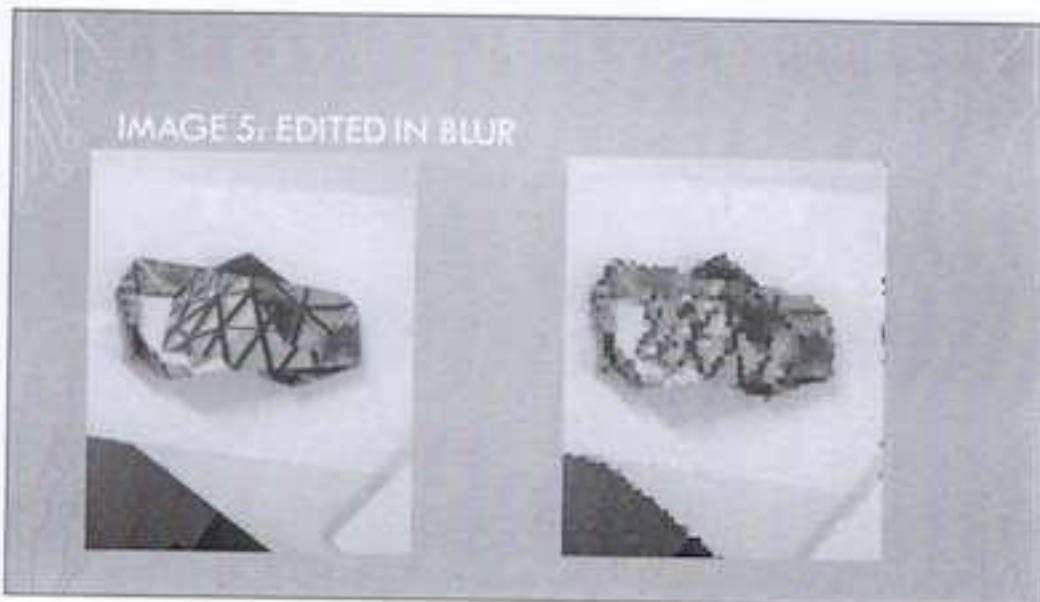
IMAGE 5: EDITED IN BLUR

The image on the left hand side is the original image and the image on the right hand side is the edited image that I have done this in an app called blur, first I have blurred the image and then put a crystal filter over the top to give it that effect. I found this app easy to figure out as I do not use this app as much as some of the other softwares.
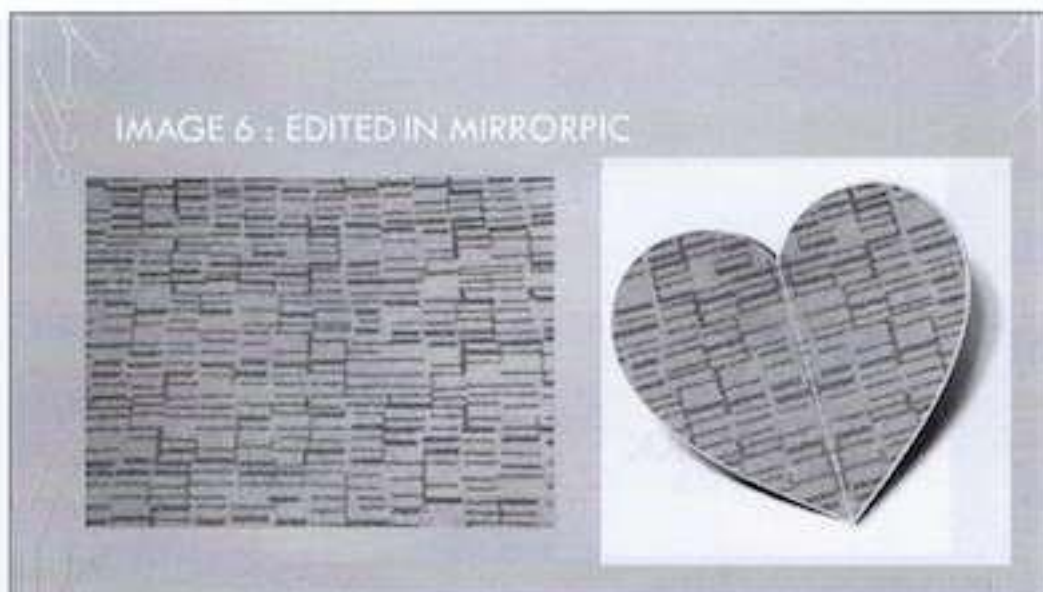
IMAGE 6 : EDITED IN MIRRORPIC

The image on the left hand side is the original image and the image on the right hand side is the edited image, that I have done in an app called mirror pic and snapseed , I have darkened the image and then put the picture into a heart shaped template and given it a symmetrical effect. I found this easy to navigate around the app as I do not use the app often.

IMAGE 7: EDITED IN SPLITPIC

VALLEY PARK
S C H O O L

VALLEY PARK
S C H O O L
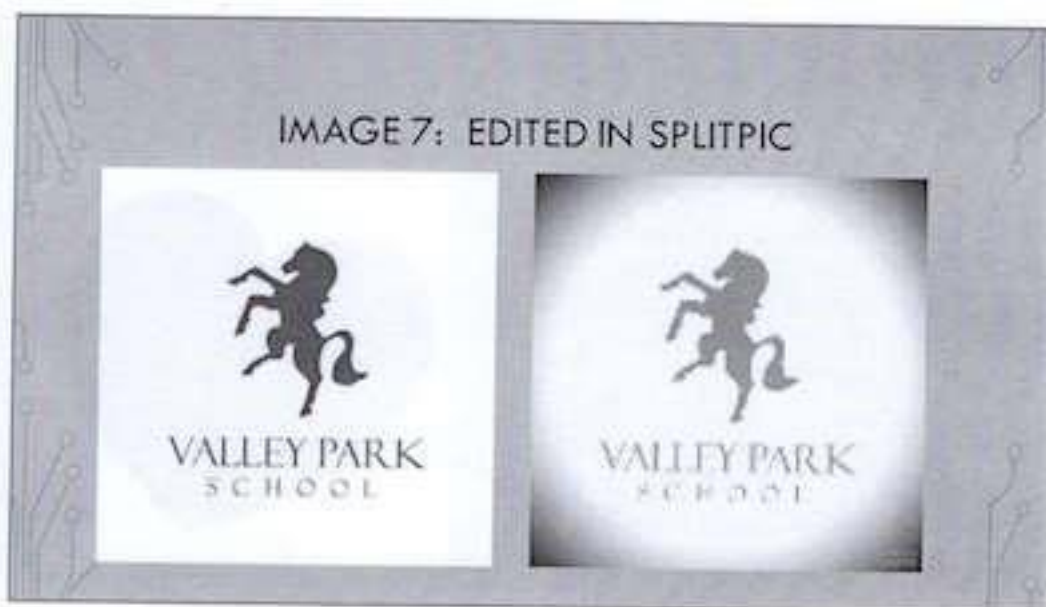
On the left is the original picture and on the right is the edited image that has been done on SplitPic , I have pixilated the image and then darkened the image to create a circle where the logo is clear. I found the app easy to use although I have not used this app before.

<u>Navigation Bar Experimentation</u>
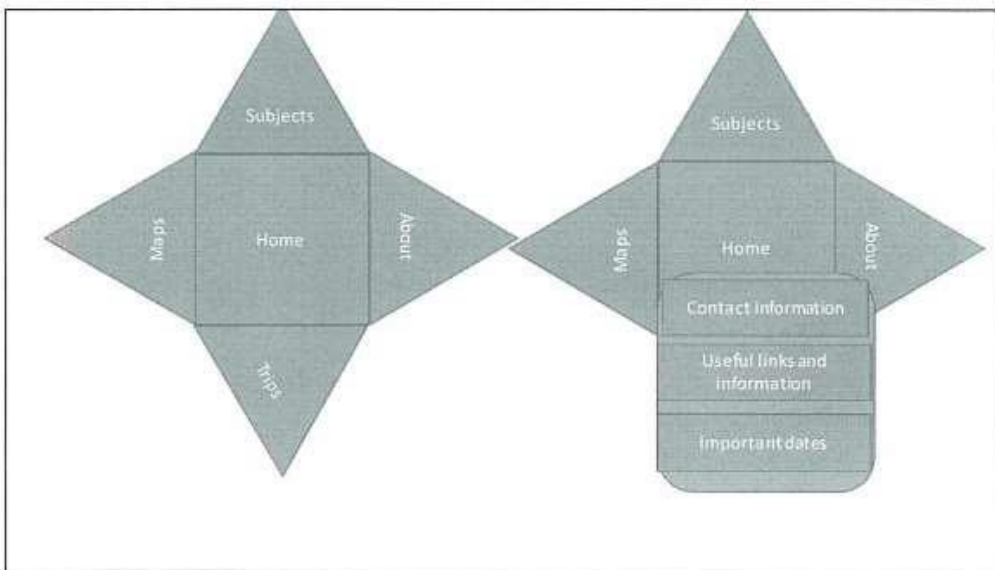
Interactivity - this design will have a drop down menu and in my opinion I think it will be really effective also as the drop down menu appears it comes in spinning which I think will be really effective.

Font – I would use 'Agency FB' because I think it is really effective and very professional, different and unique.

Colours – I have used blue and green as I think it is really effective and very different.
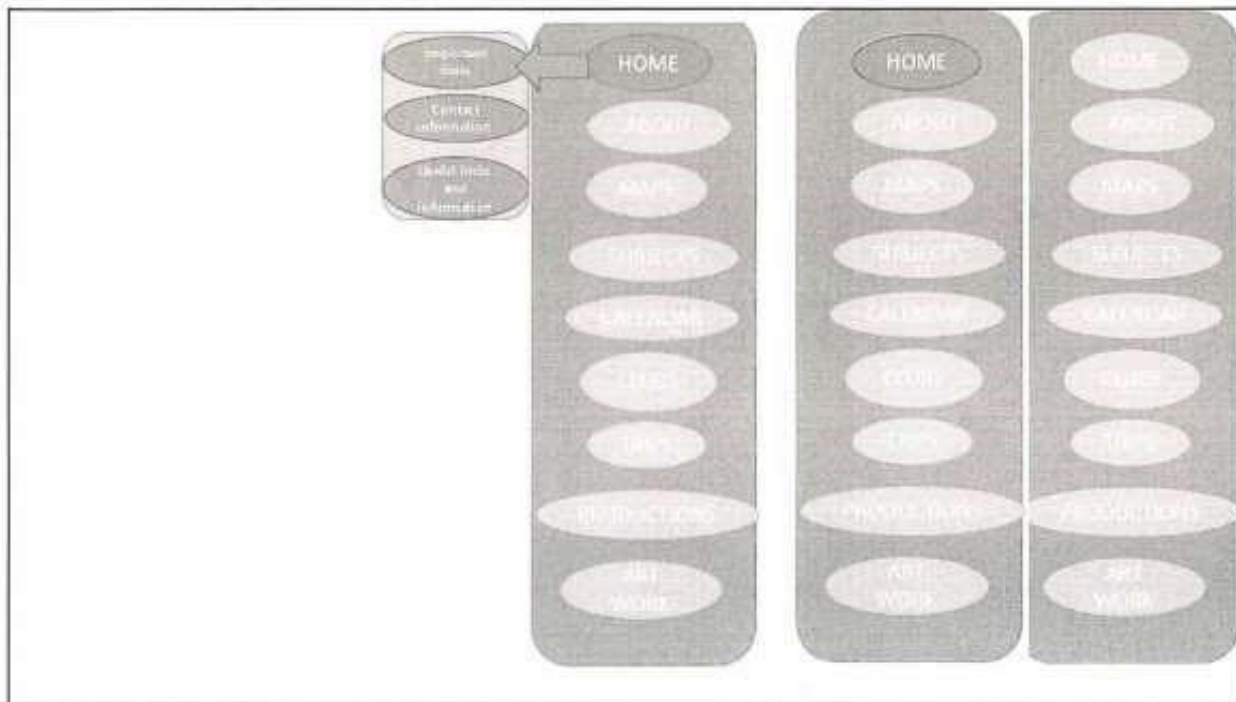
Interactivity – when the user hovers over one of the buttons a drop down menu will appear also the colour of the writing will change when they go hover over the any of the drop down links. My drop down menus will have the same design just different links for the different pages, also as the drop down menu appears an orange arrow will appear and the button they have gone on will change blue

Font - the font I will use would be American typewriter because I think it, looks really effective and very professional also I think American typewriter is really clear and very unique also in my opinion I think it will make my product really professional and unique.

Colours – the colours I have used are similar to the schools colour scheme, which is mostly green and yellow but I will be using orange and blue as it has been shown above. In my opinion I think this design suits the audience as it is clear and really eye catching so therefore I think it looks really effective also I think the design's colours really show off the school's colours also, In my opinion this design meets the purpose of the product because
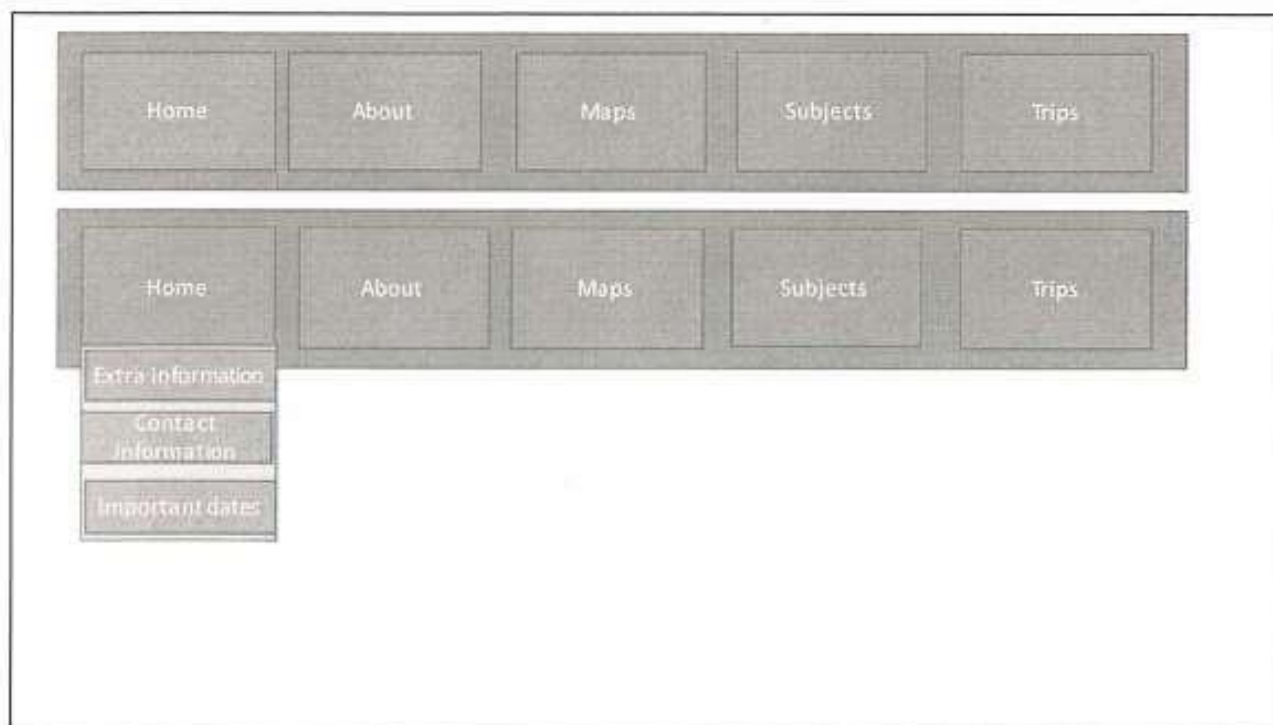
interactivity - in my opinion i think my design is really effective and very interesting also there will be a drop down menu.

Font – I will use 'American typewriter' and I think it will be very effective and make my product really professional

Colours – I have used red, blue, green and yellow and in my opinion I think the colours work well together also i think it is very different to my other designs as my other designs but I think it is really effective and different.
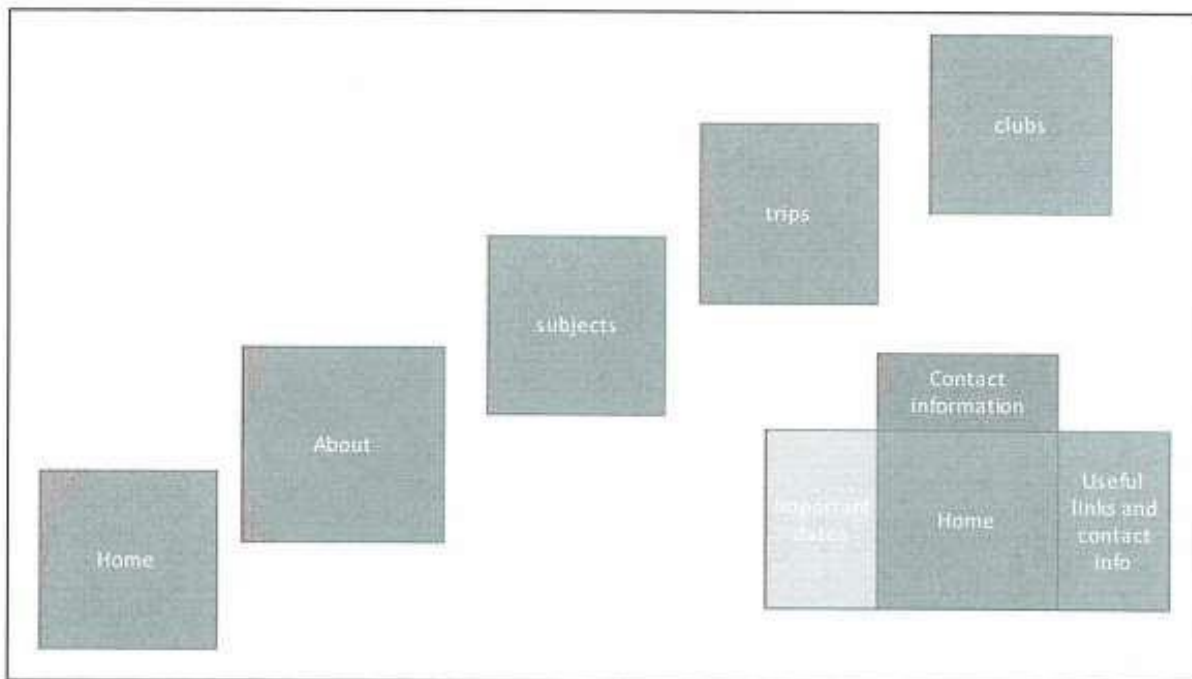
Interactivity - when the user clicks on one of the links little boxes will appear around the link in my opinion I think it is very unique and different.

Font - I would use 'Calibri' in a white font colour as I believe that it will be make my product really professional and all my other designs have different fonts so I think this will make my product look really different and I think this will make my product different to other peoples.

Colours – the colours I have used are blue, white, red, yellow and green I think it is really effective and very interesting and different also I think it looks really unique and original.

Navigation Bar Experiments

I will use Navigation bar 1 on every page because it is practical I can either use it on the left-hand side of the page or the right hand side. In my opinion I think I will use it on the right hand side of each page because I think it will look more professional therefore meeting the audience and purpose of my product.

I will use Navigation bar 2 on one page as the navigations bar goes right across the page meaning that it would be impractical to have this navigation bar on every page. I would no use this navigation bar because I feel that it is not as easy to navigate and I feel it would be more professional to have the Navigation Bar on every page which would also mean that there would be space on the document for more information therefore helping students and parents to find out information about Valley Park School.

I would use Navigation Bar 3 in the top right hand corner of every page I think this would look professional and I think it would meet the design brief, audience and purpose, however I think that if the navigation bar was in the corner then users may not notice the navigation bar making it

harder to navigate around my product therefore meaning I would not use this Navigation bar as it is not practical.

I would use Navigation bar 4 at the top of every page because it would look professional and it would be easy for the user to navigate around my product also I think the drop down menu is really clear and it will mean that users would be able to find the correct page to find the information that they needed. This design would meet the design brief, the audience and the purpose meaning it would be a suitable Navigation bar to use throughout my product.

Font Experimentation

Example 1

Font 1

This font is called 'Harrington', I like this font because I think this font is professional and easy to read I also like this design because I think it is different and will make my product stand out from the other fonts however I think this font may not be suitable because I think some of the letters are not as clear as other letters also if people may not be able to see what has been written clearly, I might use the Harrington font in my product because it is professional and I find it easy to read however I may not use this in my product because other people may find it hard to read and will not think it is clear enough.

Example 2

Font 2

This font is called 'Agency FB', I like this font because I think it is professional and eye catching, I also like this design because I think it is unique however I don't think this font is suitable because from a distance some of the words and letters are not very clear. I may use this font in my product because I think it is professional and easy to read however I don't think I will be using this font in my product because I think it may not be very clear also some users may not be able to read the font easily and it may take the users focus off of the product as they are trying to read the writing.

Example 3

Font 3

This font is called 'Lucida handwriting', I like this font because I think it is clear and easy to read also I think It looks like I have handwritten the writing in my product however the font is quite big and to get it to a sensible size font I would have to put it at a size like 10 or lower but I would use this font in my product because I think it is really clear and easy to read also I think this design is really professional and unique, I think this will really make my product stand out and it might make the users want to read it.

Example 5

> Font 5

This font is called *freestyle script*, I like this font because I think it is really professional and pretty however I think it is not clear also I think the users of my product would have trouble reading what my product is saying therefore my product would not be able to for fill its purpose. I will not use

this font in my product because it is not clear and the user would struggle to read the writing in my product.

Example 4

> Font 4

This font is called 'Microsoft Himalaya', I think this font is professional however when the font is at a size 12 it is very small and not very clear, I like this font because I think it is professional and very neat however for my product I do not think it is very clear and easy to read also if I went any bigger then I think it would look out of place in my product. No I do not think I will be using this font in my product because I think it will look out of place also I do not think may people will be able to read the writing therefore the product would not be able to for fill its purpose as no one would be able to read the writing easily.

Font Styles Experimentation

I would use font style 1 as the Navigation bar font in my product because I think that it is clear but I think it is more eye catching but some of the letters are difficult to read because they look quite similar to each other. I think this would suit the design brief because it looks really effective and it would be able to grab people's attention therefore for filling its purpose.

I would use font style 2 as the main text throughout my interactive media product because it is different and it will grab the attention of the user because it will be really effective and different therefore I think this font style would suit the design brief because it is professional, clear and easy to read meaning that it would for fill its purpose and it would look very unique in the product.

I could use font style 3 as the main text throughout my interactive media product because it is different and I feel it will grab the attention of the users therefore I think it would meet its purpose however the writing could come up on the screen making it quite hard for the user to see the writing therefore meaning they would not be able to learn anything about the product because they would not be able to read the writing clearly.

I would use font style 4 as maybe the main headings for each page because it is clear and very professional however, I think the font could be quite small on the screen if the font is not big enough then it would not look very effective also it would not be for filling its purpose because no one would be able to read it therefore no one would be able to for fill its purpose.

I would use font style 5 as the main body of writing because I think it looks really effective and professional but I think that this would not suit the audience and purpose because it is not a very clear font and I do not think the audience would be able to read all of the information.

Hardware Experimentation

A stylus can be used type things on an iPad, phone or a touch screen device so the screen does not get any dirty finger marks.

a mouse could be used to edit the images without using a mouse pad on a laptop also I think that a mouse would be quicker and it means that the user would be able to complete their work a lot quicker and easier and as a mouse would reduce the time for the user it means that they would be done before another person not using a mouse

VR Headsets can be used to make a lesson more interesting also it could be used to produce documents or applications for a VR Headset which you could then try out or it could be used to complete course work in a fun and involving way also you could use it to teach people about a school by making videos and getting them to watch the videos through the headset getting them more involved

monitor - a monitor can be used to see your work on the computer. It can also be used to show the teacher or other students what you have done so they can either get an opinion or so the other students can understand what they have done wrong or they could spot a mistake that the student did not see.

speakers - speakers can be used to play videos to more than one person an example of where speakers might be used are the classroom when a teacher is showing the students a video so that they fully understand how to do something. It can also be used to play music so that everyone can hear the music.

USB stick - a USB stick could be used store course work from the computer on because if the computers in the school went down and you lost your work then you would have a back up copy of all of your work meaning that you would not have to redo all of the course work in a short space of time. a USB stick could also be used to store things like spoken language PowerPoints so if the teacher accidentally lost the PowerPoint and you didn't have a copy on your iPad because you used a computer at home then you would have a back up source for your powerpoint so it would mean that you could do you presentation with your PowerPoint also you could transport your work from home to school making it easier for you to access your work anywhere with a USB port.

interactive media hardware

iPad - an iPad could be used to take pictures and edited them also it could be used to transfer work to and from school also it would make it easier because all your work will on one device also if you use an iPad then it would make it easier to do work in classes that do not have computers

A keyboard can be used by users to type up their course work and then print it out because if users hand wrote all of their course work it would take them forever and it would. out a lot of pressure on to the students to get it done. I think a keyboard will take the pressure off of the students because they would be quicker to do their work and then print it off at the end

A touch screen can be used to edit images or do work on a touch screen device if they cannot get on to a computer in a lesson also it means that the student would spend the same amount of time doing it on a device with a touch screen and on a computer.

Phone or iPad cameras can be used to take pictures that are required for the project also it can be used to transport the images to and from school making it easier for the student to access them any where they want also it saves the user from having to carry around a massive SLR camera to take the pictures and you do not need to use a computer to see the images on the SD card.

A printer can be used to print off course work so that if the user looses all of their work then they have a hard copy so they do not have to start it all again therefore it would save them from getting stressed out about not getting it finished by the deadline also if students are able to print off work then it would take the pressure off of the students because then they could just go to the teacher and hand it in.

LO3: Review their experimentation with interactive media products Evaluation

Chosen navigation bar:

I think the navigation bar experiments that I have done are different and I have shown the stages that the navigation bar has before it gets to the drop down menu, for example, in the first navigation bar experiment I have used a green rectangular box for the background of the navigation bar, I have also used yellow oval shapes for the buttons and over the top of the buttons there will be a dark colour over the buttons that the user has selected so the user knows which option they have selected also there will be a blue arrow to show which option the drop down menu and the background for the drop down menu it will be yellow and the oval shaped buttons will be green. I think this navigation bar will be really interactive as the buttons change colour also when the arrow for the drop-down menu appears the arrow will spin and grow at the same time as the drop-down menu is appearing. I think these navigation bar experiments were easy to create but then I found it hard to come up with different styles and designs that still met the design brief and the client requirements but after a lot of trial and error I came up with the selection I have made. There are a lot of positives with this section for example, I got to use many different tools in word that I would not have normally used meaning I have a better understanding of how to use more of the tools in word, also the navigation bar experiments have given a better understanding of the tasks also it has meant that I can figure out what colours are effective, eye catching, interactive and interesting. The negatives of this is section is I kept misplacing some of the documents because they did not save properly, which was really infuriating because it meant that I kept having to redo the documents. Next time, I would make sure all of my files are saved properly and are safe so that I don't have this problem. To improve my work, I would change some of the writing and put it into more detail, so I could explain the interactivity, font and colours better, so it would be clearer in case I had to print it out black and white.

Chosen solutions:

I feel that originally I had done well on my solutions PowerPoint but when I received my work back from the teacher I realised that my work was not in enough detail and I needed to find the original document and add these corrections, however when I tried to find the document I realised that I put it on to OneNote and didn't save it onto my computer meaning when OneNote crashed I had lost their work meaning I had to redo the PowerPoint, I found that recreating my work took quite a long time and I found it quite difficult to find the right facts and information that I needed for the different sections in my PowerPoint, but I did find that it made me think more about the document and the information which made me think about how I was going to word it so that it made sense to me when I came to read the information and write about it in a review. One thing I can take away from this section is that I have a much better understanding of the tasks and the level of detail that the documents need to be completed in also I now know that I have to save everything that I produce and I have to make sure it is saved properly even if I put it on OneNote or send it to the teacher for marking.

Chosen Colour Schemes:

I think the colour scheme designs went well when creating them I used tools in PowerPoint that I had not used before which enabled me to learn how to do new things like put an image in the background like the first the design. I think the first design is effective and different to all of the other designs because for the background there is an image of the school reception in the background however, I think the title does not stand out against the background meaning that it

would not be easy to see also I think the information boxes and the navigation bar blocks out the image so new students, visitors and parents might not be able to tell what the image is because the school logo is not clear and I feel that it does not promote the school as the image is not clear therefore this would not be a good design to use. I think the fourth design is more aimed at girls than boys as it is pink, which is not a colour that I think, would appeal to both genders and I think where the colours are quite dark, the writing does not stand out very well against the colours because they are also quite dark, so it blends in rather than stand out.

There are lots of positives to this section for example, it has enabled me to learn about new tools and things I could use them for to create interesting things, also it has given me an insight into what colours go well together and what colours that do not go well together. Next time, I could pick out a colour scheme that I would use in my product and explain why; I think this would have helped me when creating my product.

Chosen font styles:

I think I done my font styles in detail and I used fonts that were clear and some that were not so I could see which fonts would be the most effective to use in my product the positive things about this section was It meant that I had to think about what would look good and whether it was suitable for the product and the audience's wants and needs for example, one of the fonts I used was professional but not clear to read as it was slanted and some of the letters had been made to look like other letters which means that user will not be able to view the writing very well, when creating my chosen font styles, I found it quite difficult to pick out fonts that looked effective and ones that were easy to read also it was not easy to find ones that were difficult to read so that I could show why I would not use the specific fonts, to improve my work I will make sure that I spend less time trying to find specific fonts and more time doing the writing and making sure it definitely made complete sense also to make it easier for me, I will make sure that I have saved all of my work properly so if I accidentally misplace the paper copy I could just reprint the document and have no problems.

Chosen Image Editing Software:

The positive things about my image editing software experiments was it meant that I got to learn new skills and use the skills that I already know to create my edited images that I might use in my interactive media product, also I think I could have used more sophisticated language to explain what I have done but I think I have described how I have used the software and the tools to make the images look different and effective to engage the audience quite well. During this experience I have developed an understanding of the kind of things that I need to produce for clients also I have developed a wider range of skills on certain pieces of software like Photoshop, Fireworks and Snapseed. The negative things about this section is I do not think that I done the write up in enough detail because I spent too much time on the editing of the images and not enough time on the write up so next time to improve my work I will make sure I half the time that I have to make sure I can write about my work and make sure everything made sense so it made sense to me and how I created the image just in case I have to recreate the image later in my life.

Chosen Hardware:

In this section I had research about different types of hardware like computers and keyboards and then create a mind map about the information that I found and how people could use them to help them with their daily schedules and promoting themselves, the positives of this section meant that I could figure out ways of making my life easier also it meant that I could explore each option in detail therefore developing a better understanding of the task and options I wrote about, however

the negatives of this section were it took a while to find out the information that I needed to help me out when creating the document on my iPad. Next time I would not do as many of the options but then I would go into a more detail about the few selected options therefore meaning I would have more time to look into each of them better.

Unit 01 - Assessor Feedback to Learner

Learner Name	Learner 1	Qualification Name	NCFE Level 2 Award in Interactive Media
Assessor Name	Miss Read	Qualification Number	603/0852/7

Please state the grade the learner has achieved

Grade: Level 2 Distinction

Feedback from Assessor to Learner

LO1 - You have described the key areas that are required in the development of an interactive media product. You have explained the features, sources, processes, and techniques that are involved in the development of products. You have related these to the brief consistently and you have also identified some health and safety issues that relate to the use of computers. You have made clear links between each of the areas that you have described and then related them back to your brief.   LO2 – You have carried out a vast range of different experimentation that show some clear links to the brief. You have referenced the brief when you have been developing your colour schemes, navigation bars and font experimentation. You have also linked your experimentation of the image editing software back to your brief.   LO3 – You have explained what you did in your experimentation within your evaluation and given clear and detailed consideration of the strengths and weaknesses. You have used your own self-reflections to build in your strengths and weaknesses. There is a detailed reference of using feedback from others within your evaluation.
Comments from Learner
XXX
Any further actions? (Please initial and date once actions have been completed)
XXX

Learner Signature	Miss Read	Date	XXX
Assessor Signature	Learner	Date	XXX

Unit 2 – Plan and prepare for an interactive media product LO1: Understand how to produce a proposal to meet a brief

Audience and Purpose
Audience:
The target audience for this interactive media product is mainly New Year 7s of all genders and the shared interest of wanting to use this product to help them learn more about their new school. Additionally, it will also need to cater to any visitors, parents, new six formers, or any other student new or old and inform them of anything they may not already know. I will use a clear simple font so that everyone can read it, and the font size won't have to be that big, I won't need to use big buttons or images or bright colours as these are features commonly found in products aimed at small children and as the youngest people using it will most likely be year 7s (ages 11-12) I will not need to use these features and if I did it might drive them away as it feels to childish to use something none of my audience would appreciate. If I follow these basic I will be able to make my product appeal to such a wide range of ages, both genders and the common interest of finding out more about the school.

Purpose:
The purpose of this interactive media product is to inform students about the school and help new students find their way around it, for example; showing them where each class is and how to get there from the kiosk, giving them a list of the teachers and what they tech and the class rooms they normally use; and what clubs are available on different days, what you do at the club, who its run by and where it is; etc. This would help my audience as it informs everybody about the school which is something my product needs to do as well as helping to teach the new students about the school. My product will do this by using a map of the school and highlighting the class room the student wanted to find along with an arrow detailing the quickest route, this help the students to find their way around the school, and to make sure that the kiosk also informs the students about the school my product will have multiple pages detailing about clubs, subjects, teachers and a frequently asked question page where the student can find the answers to and ask their own questions they have might have about the school.

Client Requirements
To meet the design brief we would add an interactive kiosk. We would need to take into consideration the audience of the product. It would need to appeal to year 7s mainly but also the students at GCSE level and at sixth form this is, so the students know where their next class is and what activities they could partake in after school. Its purpose would be to inform the students of where classrooms are and the lessons that take place within them and a list of clubs they could partake in. I will do this by having the kiosk ask the person what classroom/ lesson they have next or what club/ GCSE options they want to find out about, after having this data inputted the kiosk would use its real time intelligence to show the person a detailed map of the school and what route they can take to get there or if they have inputted a class name it would show the person all the rooms that have teach those classes and the teacher(s) that use them. If they wanted to learn about classes/ options and clubs it would bring up a screen with all the available options, teachers and rooms that correspond with them. This will be touchscreen.
From looking at the design brief I have been able to pick out 11 features that must be included in the final product. The most important thing to include in the final product is the map of the school. Other important quality's the client has requested is how it should supply details about that extra curriculum clubs, include the wide range of GCSE and 6th form subjects, be easy to maintain, be a

sensible style, be unique and outstanding, be professional and fit for purpose, have a new logo designed for it, supply school details, be used by any year group and finally it must be interactive.

Design

The product needs to be unique, outstanding and professional. It needs to have a sensible style and be in the school's colours. It will also need to have the new logo for the school in the product, well will need to make this new logo ourselves.

The design and layout of the product will need to appeal to meet these requirements, and this can be achieved by using a high quality, consistent and easily understandable house style throughout my product. This makes my product look and feel professional and of an outstanding quality, I will make it feel unique by using fonts and layouts that while still look professional and are in keeping with the brief, are not the normal fonts and layouts used by valley park normally on documents and on their website. This house style will also need to be sensible, use school colours and appeal to the target audience; new students coming to the school and visitors, this will all be achieved with a font that is plain and simple so that everyone can read it easily and the school colours will be heavily included within the house style which is sensible because it incorporates features and aspects that the audience will appreciate and that will help it to better serve its purpose. This will all help the user easily associate my product with the school and its intended purpose, all while in keeping with what my client wants. The new logo will need to be designed with all this in mind. It will need to be; sensible by incorporating aspects that will meet the audience and purpose, professional and outstanding by making the best use of the software that I use to make it to make the final logo slick and with a clear connection back to the school, mainly through the use of the schools colours, and unique as it will be a complete redesign of the logo to one which I feel will better suit the product and the school by looking extensively as to what the school represents and stands for and what it wants to show off through this product.

Function

The product needs to be easy to maintain, have interactive elements and easy to use for all years and people of all ability.

The function of the product will need to easy to pick up and use due the expansive nature of the audience for the product. The product is intended for new students and visitors of the school, more specifically new year 7s and although technologies widespread and almost universal nature, the way that my product will need to be operated by the user needs to still be very simplistic and easy to follow as everyone's understanding of technology is different and this way everyone of all ages and abilities will be able to understand and utilise the product to its fullest. This can be achieved through a simple and clearly labelled navigation bar and through clear buttons and prompts on each slide. The product is also required to have interactive elements, this can easily be achieved through the use of different functions and tools that the software I use to create the product gives me. I will be sure to include features like sound, images, videos, and animations but also more complex and engaging features such as roll overs, sound effects, external links, and a quiz for the user to partake in. These elements all help to make the product more appealing, interesting and engaging for the user, promoting its use and appeal to the audience so that it can perform its purpose. I will make the products software easy to maintain through the use of easy to use software to create and maintain it, this means it can be picked up easily by the person in charge of managing it and it will make repairs, updates and minor bug fixes much easier to perform allowing for these to be implemented frequently allowing for a better user experience, leading to a higher user satisfaction rate meaning the product has served its purpose well.

Content

The product will need to contain the school's details (location, contact information, uniform list, etc.), useful information for the user (club list, subject lists, calendar, canteen menu, etc.) and a fully interactive map to help guide the new year 7s around the school.

I will be sure to include pages dedicated to giving the users the information they require, by ensuring these pages are clearly labelled on the navigation bar and all have easy to spot links to the pages through the use of rollovers and clearly defined buttons in a clear and easy to read font. This allows the product to meet its purpose of supplying the target audience of new students and visitors will helpful information about the school, what it stands for and any extra information the student needs or wants to learn about the school. The home page will include a map of the school and the local area to help with new students better understand with where the school is and what can be found in the local area, it will also have a list of the schools contact details (phone, fax, email, address, student support emails) that I will be able to source form the valley park site, this can allow any new students or any visitors/parents who maybe have any queries or concerns about the school to know where to contact in order to raise these and hopefully receive an answer for these. Finally I will have a whole page dedicated to including a map of the school, which will be made interactive by having a clearly labelled and easy to use navigation bar with it that will highlight the area of the school that the user hovers over and when clicked will take them to a separate page with the option to view a close up of that building, the inside, the next building on the navigation bar or to return to the map of the whole school. All these interactive elements help to keep the user invested and they encourage the user to use the product again and to locate any more information that they may want.

Exploration of Videos

An interactive video is a video that a user can interact with. These types of videos play like normal ones but have areas on the video that the user can click on and this then takes them to another part of the video or a different website entirely. Below are 5 examples of interactive video and a website on which they are normally found, this to help me decide whether or not to use a video n my final product and why.

Advertising

Link: https://www.youtube.com/watch?time_continue=5&v=MOo9iJ8RYWM

The video played before another video to advertise their company before the video I wanted to watch played so that it catches your attention straight away and you have to watch at least 5 seconds before it becomes skippable so that you take in at least the name of the company and a brief idea of what they do before the video you wanted to watch begins.

The video was used to advertise a company that created a free to download app checks your grammar when using google chrome.

The designer of this page has decided to use the video in this way because this way you are forced to watch at least 5 seconds of the add before the video you wanted to play can be played, this keeps your focus for long enough for you to learn the name of the company and a brief idea of what they do, and sometimes this is enough to keep you watching the whole ad and potentially get you to click on one of the many links plastered on the video to get you to go to their website.

Entertainment

Link: https://www.youtube.com/watch?v=m-TFENSuJ5U

The video was located at the top of my recommended after watching a similar video about the British Empire. The video ends with clickable links to a channel that collaborated with this one for this video and a link to a similar video and a link to his own patron and channel.

The video was used to present a what if scenario and what would be the case in today's figures and numbers, it also teaches you about a very brief history on the Soviet Union and the figures that are associated with this former union and why the union was formed in the first place.

The designer of this page has decided to use the video in this way because the channel wanted to find out what a former colony would look like in today's numbers and to share this curiosity with the rest of YouTube, also he might have included a collaboration with another you tuber to boost his own channel or boost his channel as a kind act or just because he needed help on his video and gave the other channel a shout out as thanks.

Training

Link: http://www.teachertrainingvideos.com/

The video is located on the first page of the site along with other teacher training videos so that it catches your attention straight away and the links take you to a page with more similarly helpful videos on the aspect that you need a video on.

The video was used to welcome you to the site and guide you around it so that you can use it for yourself and then learn about the areas this site and then your teaching skills can develop, and you can learn advice on your skills and how to further develop them

The designer of this page has decided to use the video in this way because it is eye-catching, and your attention is drawn right away to the first video and then the bright blue links surrounding it encouraging you to look at the other pages on the site and to watch more videos about the aspect of teaching that you need to know more about.

Education

Link: http://www.bbc.co.uk/news/av/science-environment-43235247/five-ways-to-break-up-with-plastic The video is located right at the top of the article so that it is the first thing you see when you go on the page and this way you can see it straight away along with it being surrounding related articles on similar topics

The video was used to inform the user on ways to be more sustainable and eco-friendlier by teaching the viewer about how to recycle and cut down the use of plastics. This so a wide audience knows the dangers of using too much plastic and how to prevent a worst-case scenario with the over use of plastics.

The designer of this page has decided to use the video in this way because a lot of people use the BBC website and having an educational video on a very serious topic that people need to be informed on, this is helpful as this large audience will see this video, a watch it and be informed.

Quality and Compression of Images Image types

A vector graphic is a drawing or visual created through connecting a series of lines and curves to create the shapes found in a vector graphic. This allows for the graphic to be any size without sacrificing the images quality. The files are often small in size and common formats include: .svg, .cgm, .odg, .eps, .xml.   https://vectr.com/tutorials/what-are-vector-graphics/

A bitmap graphic is an image that is made up from a series of small squares of a single colour called a pixel, most images are bitmap and the higher the resolution of the image the more pixels it has, meaning the image looks clearer and can hold more detail, but the image quality is lost when the size is altered. Common file formats are: .jpg, .gif, .png, .exif, .tiff

https://sites.google.com/site/mrstevensonstechclassroom/home/strand-3-it-systems/3-6-multimediadigital-media/bitmap-graphics-image-storage-compression---social-impacts

A video image is a sequence of images that, when played in quick succession, form a moving picture, and often have an audio component included that when played alongside it, the audio will correspond with the images being shown, creating a video. Common file formats for these include: .avi, .mov, .mp4,
.mkv, .flv
https://spark.adobe.com/

Image components
A pixel or, picture element, is the smallest part of an image. It is a tiny square comprised of only one colour and is joined together with multiple other pixels to form one larger image, video, text or anything visible on the screen of the computer.

The image resolution is the number of pixels that make up an image. It is often identified by multiplying the number of pixels wide an image is by the number of pixels high an image is. The more pixels in an image, the higher the resolution meaning the image will be cleared and contain more detail, however the higher the resolution the more storage space it takes up as there is more of it to store.

The relationship between the resolution and on-screen appearance is the higher the resolution the better quality the on-screen appearance it, the items being displayed will be sharper and clearer. However, a high resolution on a computer can make elements such as icons and text appear smaller, and in terms of an image's appearance on screen- although a high resolution will increase the images quality, it will take up more space to store.

The image quality is a way of describing an image that compares the images degradation (lack of quality) when compared to a model or optimal image. The factors that can affect an images quality are thing like; the brightness, contrast, resolution, the clearness of the colours, tones and the overall lighting of the image. Most of the time the image quality is improved through the use of editing software such as Photoshop on the computer.

A file format is the organisation of files in regard to what data is stored within the file. The program that uses the data within the file uses the files format in order to recognise, access and process the data in the file. The file format is usually shown through the file extension on the end of a files name. A few examples of file formats would be; .doc for word, .htm or .html for web pages, and .exe for executable programs.
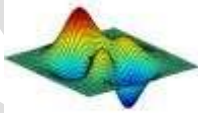
Image compression
Image compression is when an image file is encoded or converted so that it takes up less space than it originally did, this is usually done so that files can be stored easier or so that it doesn't take up as much space when it is sent or received. This is normally done through an image compression algorithm.
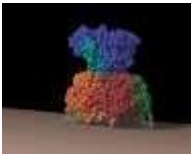
Lossy compression is when data is permanently lost during the compression. They are able to create very small file sizes and there is lots of hardware to support it however the original image degrades significantly and there is no way to get it back after compressing. Examples include .jpge and .gif. Lossless compression is when the file size is compressed own, but the image quality is

not lost and can be recovered. They provide a slight decrease in file size and there is no loss in quality, however they create larger files than the file that would be created from using lossy. Examples include .png and .bmp.

The main difference between them is the fact that data can be recovered in lossless but is permanently lost in lossy, in addition to the quality being reduced in lossy but remaining the same in lossless. This would initially make lossless preferable to lossy however lossy will help to significantly reduce the files size when compared to lossless so if a smaller file is desired then lossy would be preferable to lossless.

The effect that compression has on image quality is that the image quality will be reduced through lossy compression, as data that will make the image clearer and more defined is lost permanently meaning the image will have degraded and will continue to degrade every time it is compressed producing an end result of a much smaller file but a significant decrease in file size. Lossless will keep the image quality the same as this type of compression only removes unnecessary metadata from the file and that data can be recovered if needs be meaning while the file size fluctuates, the image will remain mostly untouched- the quality of the image preserved.

File Type	Example	Use	Compression	Quality
JPEG Joint Photographic Experts Group		Used in photographs and very large images and online images.	The compression used is lossy and they have very small file sizes- usually less than 1 MB.	The quality of the image is relatively high due to the incredibly high range of colours available, however this quality can be lost due to the lossy compression type.
GIF Graphic Interchange Format		Used for simple images, for example buttons, banners and icons that have bold colours, and animations.	The compression used is lossless and they have small file sizes- usually less than 1 MB.	The quality is quite high due to the sharpness of the lines or hard edges of the image, however the amount of colours is limited which can lower the quality if the image has a gradient of colours.

PNG Portable Network Graphics		Used in logos, text, screenshots and online images.	The compression they use is lossless and they have larger file sizes- usually in the range of 1–2 MB.	The quality is very high due to the range of colours available and the option of transparent/translucent pixels allowing it to be easily inserted onto a web page, however it is not suited for images in full or lots of colour.
TIFF Tagged Image File Format		Used in publishing, 3d image rendering and medical image rendering software.	The compression type is lossless, and the file sizes are very large- usually 1-2+ MB.	The image quality is the highest due to the vast gradient of colours available and the varying sharpness of colours and lines, however this leads to a significantly larger file size.
AIF Arm Image Format		Used for CD audio for example 4 minutes(ish) songs.	They are uncompressed, and their file size is relatively big- usually around 40 MB.	The audio quality will be very high due to the lack of compression; however, this leads to files being difficult to export and comparatively large in size.
FLA Flash Source File Format		Used to edit and create animation and interactive animations	They are uncompressed, and their file size is 34 MB.	The quality is average due to the lack of compression; however, this leads to files being difficult to export and comparatively large in size.
SWF Small Web Format		Used to hold interactive text and graphics and are used for online games within a web browser.	The compression used is lossless and their file size is very vast- ranging from 5 MB to 250 MB.	The quality is usually very high due to the large file size and lossless compression used allowing it to retain its original quality, however its varying file sizes can lead to differing levels of file quality.

WAV Waveform Audio Format		Used to store high quality music for use in CDs, games, ext.	They are uncompressed and have a large average file size of around 20 MB.	The quality is very high due to the amount of sample rates and bit depth it can hold, and store and the quality is not lost due to it being uncompressed however this makes it harder to export.
AVI Audio Video Interleave		Used for audio and video storage.	The compression type is lossy, and they have a large average file size of 37 MB	The quality is very high due to the amount of sample rates and bit depth that can be stored in this file, however the quality is really varying depending on the software it is opened with.
MPEG Moving Picture Experts Group		Used for producing better quality videos/movies.	The compression type is lossy the average file size is very large around 50 MB.	The quality is very high due to the sample rates and bit depth that can be stored in this file, however this can fall due to the lossy compression type.
IFF Interchange File Format		Can contain audio, text or images and is used for changing and transferring data across platforms	The compression type is lossless the average file size is fairly large at around 10 MB.	The quality of the original image/text/audio is retained due to the lossless compression type meaning that a high-quality piece of data will not lose that quality and a poor-quality piece of data will not increase in quality either.

Website Reviews
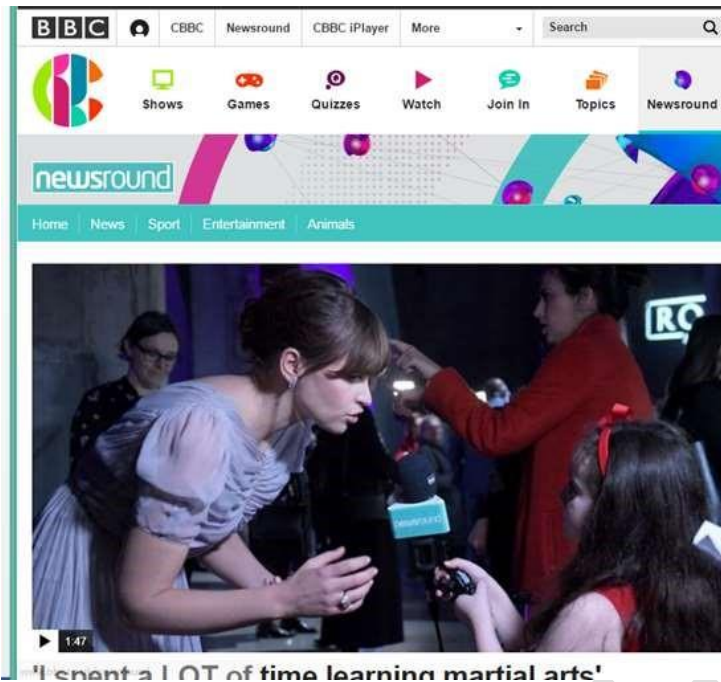
The audience is older children and some teenagers 10-13 and it is for both genders, because it has no main colour theme and it has no specified age or gender. The purpose is to inform kids of the news and about what is happening about the world, because it is based on the news "Newsround" and it is produced by CBBC children's British broadcasting company.

It is easy to navigate the site because they have a balance of pictures and text to attract the people's eye but not treat them like kids with only pictures, because it is for children, so it has to be easy to navigate. The layout of the site is colourful and eye catching. The site catches my attention because it is colourful and well laid out, because it needs to look colourful to attract children to the site.

 The use of colour makes a good contrast between light and dark colour, because it needs to look colourful to attract children to the site. It has a good balance between text and pictures they need this because their audience are young adults and they expect to be treated like young adults. It has buttons that you can press to get on to games, news, quizzes and to watch. These make the website easy to use because it lets you navigate it without worries or problems. The text is bold, and it stands out. It doesn't blend in to the background therefore it is good text and it is relevant to the links, because they need people to see it and use it. I will not use the main theme pictures because our audience and purpose are New Year 7's and our purpose are to help them navigate the school.

The audience of this website is smaller children of all genders this is evident because of the bright colours and big icons with big pictures. The purpose of the website is for younger audiences to play games which relate to their favourite television show and for both parents and children to find out more about the shows that they are watching.

The navigation is easy to follow so each hyperlink is large and bright, so they are easy to click and have large images on them, so you don't necessarily need to be able to read to navigate this site, because this would be is ideal if you are a small child who is at pre-school or younger who doesn't know how to navigate a computer just yet. The layout of this website is good because it puts all the more recent and latest games/quizzes on the front page in large boxes so the child does not have to look for the latest activities which the website has, then at the top (still in relatively large icons) it has all the older activities that the child can explore and enjoy.

This website immediately grabs your attention, especially if you are younger, this is because all of the bright colours that are use and how much of them they have used, this clash of strong colours really grabs your attention and makes it hard to look away. They have used mainly purple and yellow as their main colour scheme, which blends well, but they have also used lots of other colours on the icons that clash with the yellow and purple to make certain aspects of the website stand out more to make it easier for younger audiences to distinguish the buttons this would be helpful because the age group that the website is aimed at would not be able to read very well and having bright and obvious buttons to click on
would help them to find what activity they want.   They have not added that much text because the younger audience would not be able to read that well and would require pictures to show them what the page is about, which is why they have included so many pictures, they have also included lots of games and other activities for the audience to partake in because most small children probably would be more interested in playing games and watching videos than reading articles.

The website uses hyperlinks (so the child can choose where to go), interactive games about popular shows (which the user can partake in), quizzes about shows and various other topics (which they can partake in), and go on interactive tours of some of the sets of their favourite shows, this makes the website better because the children would really enjoy the sense of being in control and exploring the website at their own pace and being able to choose what they want to do.

LO2: Produce a proposal meeting the requirements of a brief LO3: Produce planning for an interactive media product meeting the requirements of the brief and proposal

<u>**Proposal**</u>
<u>**Audience:**</u>
The target audience for this interactive media product is mainly New Year 7s of all genders and the shared interest of wanting to use this product to help them learn more about their new school. Additionally, it will also need to cater to any visitors, parents, new six formers, or any other student new or old and inform them of anything they may not already know. I will use a clear simple font so that everyone can read it, and the font size won't have to be that big, I won't need to use big buttons or images or bright colours as these are features commonly found in products aimed at small children and as the youngest people using it will most likely be year 7s (ages 11-12) I will not need to use these features and if I did it might drive them away as it feels to childish to use something none of my audience would appreciate. If I follow these basic I will be able to make my product appeal to such a wide range of ages, both genders and the common interest of finding out more about the school.

<u>**Purpose:**</u>
The purpose of this interactive media product is to inform students about the school and help new students find their way around it, for example; showing them where each class is and how to get there from the kiosk, giving them a list of the teachers and what they tech and the class rooms they normally use; and what clubs are available on different days, what you do at the club, who its run by and where it is; etc. This would help my audience as it informs everybody about the school which is something my product needs to do as well as helping to teach the new students about the school. My product will do this by using a map of the school and highlighting the class room the student wanted to find along with an arrow detailing the quickest route, this help the students to find their way around the school, and to make sure that the kiosk also informs the students about the school my product will have multiple pages detailing about clubs, subjects, teachers and a frequently asked question page where the student can find the answers to and ask their own questions they have might have about the school.

<u>**Presenter and Background**</u>

Within my product I have chosen to use a cartoonish style to make the product upbeat and happy. I am going to use colours that reflect the school well, such as green and gold. I have chosen these colours because they are going to show off the school and will be instantly recognizable by anyone who uses it, as they are the school colours. I have chosen to make my professional because I think it needs to look profession when visitors and new students use it to make a good impression on them. I will be keeping the school logo and other key areas such as the introduction to the school and the navigation bar one every single page. This is to make the product look more professional and also to make it easier to use. With the navigation bar on each page people will be able to use the product and will know how to get from page to another.

<u>**Platform**</u>

The final product that I am creating will be an interactive kiosk because I feel that this is best suited to the desired audience and purpose. This is because an interactive kiosk could be placed in a range of locations around the school and students would be able to access them. I would suggest that these products are placed in the canteen, library, reception and the hall for best access to them. These are places where lots of students will be passing through and therefore anyone who is

lost or who doesn't know where they are going can access one of these kiosks. I have also chosen a kiosk as they will be able to inform students as they are moving around, compared to using a website as some students will not have their iPads or access to a mobile device in order to view their website. I have chosen to use Mediator to create my final product because I already know how to use the software and it can create interactive media products with ease. It is also installed on the school's computers and will be something that our students would be able to use and install easily. It also allows me to create an .exe file that can be run on the school's computers and the devices that will be used as part of this information kiosk.

Content

The product will need to contain the school's details (location, contact information, uniform list, etc.), useful information for the user (club list, subject lists, calendar, canteen menu, etc.) and a fully interactive map to help guide the new year 7s around the school.

I will be sure to include pages dedicated to giving the users the information they require, by ensuring these pages are clearly labelled on the navigation bar and all have easy to spot links to the pages through the use of rollovers and clearly defined buttons in a clear and easy to read font. This allows the product to meet its purpose of supplying the target audience of new students and visitors will helpful information about the school, what it stands for and any extra information the student needs or wants to learn about the school. The home page will include a map of the school and the local area to help with new students better understand with where the school is and what can be found in the local area, it will also have a list of the schools contact details (phone, fax, email, address, student support emails) that I will be able to source form the valley park site, this can allow any new students or any visitors/parents who maybe have any queries or concerns about the school to know where to contact in order to raise these and hopefully receive an answer for these. Finally I will have a whole page dedicated to including map of the school, which will be made interactive by having a clearly labelled and easy to use navigation bar with it that will highlight the area of the school that the user hovers over and when clicked will take them to a separate page with the option to view a close up of that building, the inside, the next building on the navigation bar or to return to the map of the whole school. All these interactive elements help to keep the user invested and they encourage the user to use the product again and to locate any more information that they may want.

Time Scale

Stage	Time	Consideration of Problems
Proposal Document This is the proposal being made to the client. I will present my ideas to the client and gather feedback from them.	2 hours	I have added an additional 30minutes onto the time needed here to account for any problems that may occur. This could include loss of work due to computer failure or absence from work due to illness.
Page Designs This is where I will plan out my final product and include detailed annotations to explain what will go onto each slide.	4 hours	I have included an additional 1 hour in the page designs time to allow for any unforeseen issues here. It also allows for me add some additional time with the client to gather their feedback. Some issues that could occur here are illness,

		poor contact with the client or issues with technology.
Asset Gathering This is where I will collect assets that I am going to use in the product. This would involve me taking photographs myself and also using existing ones, as long as they are royalty free or referenced effectively.	3 hours	I have included an extra 30minutes in asset gathering to allow for time in case I am not able to find the existing assets that I would like to use. If this happens I would be able to use some photographs that have been taken by the client and these could be edited in the next stage of development. I have also allowed some additional time in case of absence as well.
Asset Development This is where I would develop the assets that I have just gathered. I would use Photoshop and Fireworks to start gathering my assets together and make sure that they have been edited appropriately for my final product.	5 hours	I have included an additional hour within this section to make sure that I have allowed enough time to edit my assets in case something were to go wrong. If something technology based went wrong, I would always make sure that I have a second copy of all of work ready just in case. I would also make sure that I have spent some time prior to this experimenting with software to make sure that I am happy with how to use the key programs.
Prototype Creation This is where I will create a rough design of the final product within Mediator. I will create all of the pages and insert all of the assets, but I will not be including the text as yet.	6 hours	I have included an additional two hours in this section of the process to allow for any technology-based problems. I will also always make sure that there is backup version of the prototype that can be accessed in case of total failure. I will also make sure that I have again spent some time preparing before making the prototype to make sure that I am happy with using the software.

Prototype Testing This is where I will fully test my prototype to make sure that it functions as I expect it to. I will then test the prototype with my user to make sure that they are happy with this and gather any feedback.	1 hour	I have not allowed any additional time here, as testing will not require longer than 1 hour. Any areas that are not working as expected will be noted and then addressed in the next stage of the development.
Final Product Creation This is where I will edit my prototype from the feedback gathered during testing and make sure that it is 100% suitable for my audience and purpose.	4 hours	I have allowed an additional 1 hour in this section to account for any major issues that are found during the testing of the prototype. This will ensure that these issues can be easily fixed and will not cause many problems to the end user.
Final Product Testing This is where I will test my final product to make sure that it works as I expect it to and that there isn't anything important missing from it.	1 hour	I have not allowed any additional time here, as testing will not require longer than 1 hour. Any areas that are not working as expected will be noted and then addressed in the next stage of the development.
User Feedback This is where I will present my final product to the client and gather any final improvements or feedback they may have.	1 hour	I have not allowed any additional time here, as testing and gaining feedback from the user will not require longer than 1 hour. Any improvements or feedback will be noted down and addressed during the final stage of development.
Final Improvements This allows for any final improvements that need to be made to the final product before it is released to the client.	3 hours	This who section is additional time within the project to account for any feedback from the client. This will allow for final improvements to be made to the product before it is released to the client to be used.

Techniques
Sound editing
Sound editing is where you edit the sound in a video or add in background music or sound effects into your interactive media product, this helps to improve the quality of the video by adjusting the volume, pitch and editing out any unnecessary background noise, background music and sound effects help to improve the emersion of a product, encouraging the user to keep using the product and it make the product more pleasant to use. The sound editing will be implemented into the software that I have chosen to use to create my final product.

Image manipulation
Image manipulation is where you edit an image in order to make it look nicer, link in better with the product or use the editing software to give the image the desired tone to match the rest of the product, this helps to improve the product by adjusting brightness and darkness of the image to

make it look nicer or clearer, or edit out any parts of the image that shouldn't be there or add in any parts that should be there, the edited images can also be used in a video or to accompany a video. The image manipulation will be implemented into the software that I have chosen to use to create my final product.

Interactive media authorising software
Interactive media authorising software is the software used to collate everything- so the images, sound, videos, animation, information, etc. –and imputed them all into one software. This is used to create a product for clients and customers to use and view, so that they can learn more about your company/organisation and what it does. I will need this in order to create an interactive media product.

Video editing
Video editing is where you edit a video in order to make it look nicer, link in better with the product or use the editing software to give the video the desired tone to match the rest of the product, this helps to improve the product by adjusting brightness and darkness of the video to make it look nicer or clearer, or edit out any parts of the video that shouldn't be there or add in any parts that should be there, the sound in a video is often edited as well. The video editing will be implemented into the software that I have chosen to use to create my final product.

Animation
Animation is where you create a video by using either handmade/ drawn puppets/ models and moving them and taking an image or snapshot after every move and compiling them all to create one fluid motion or using computer software to program in a set sequence to a model or puppet constructed in the computer and recording its movement, this helps to improve the product as in an animation you can choose what happens, so the finished animation could potentially be more well suited to a final interactive media piece as you can choose what to implement and what to leave out, the sound in an animation is often edited as well. The video editing will be implemented into the software that I have chosen to use to create my final product.

Navigation Chart

Navigation chart:
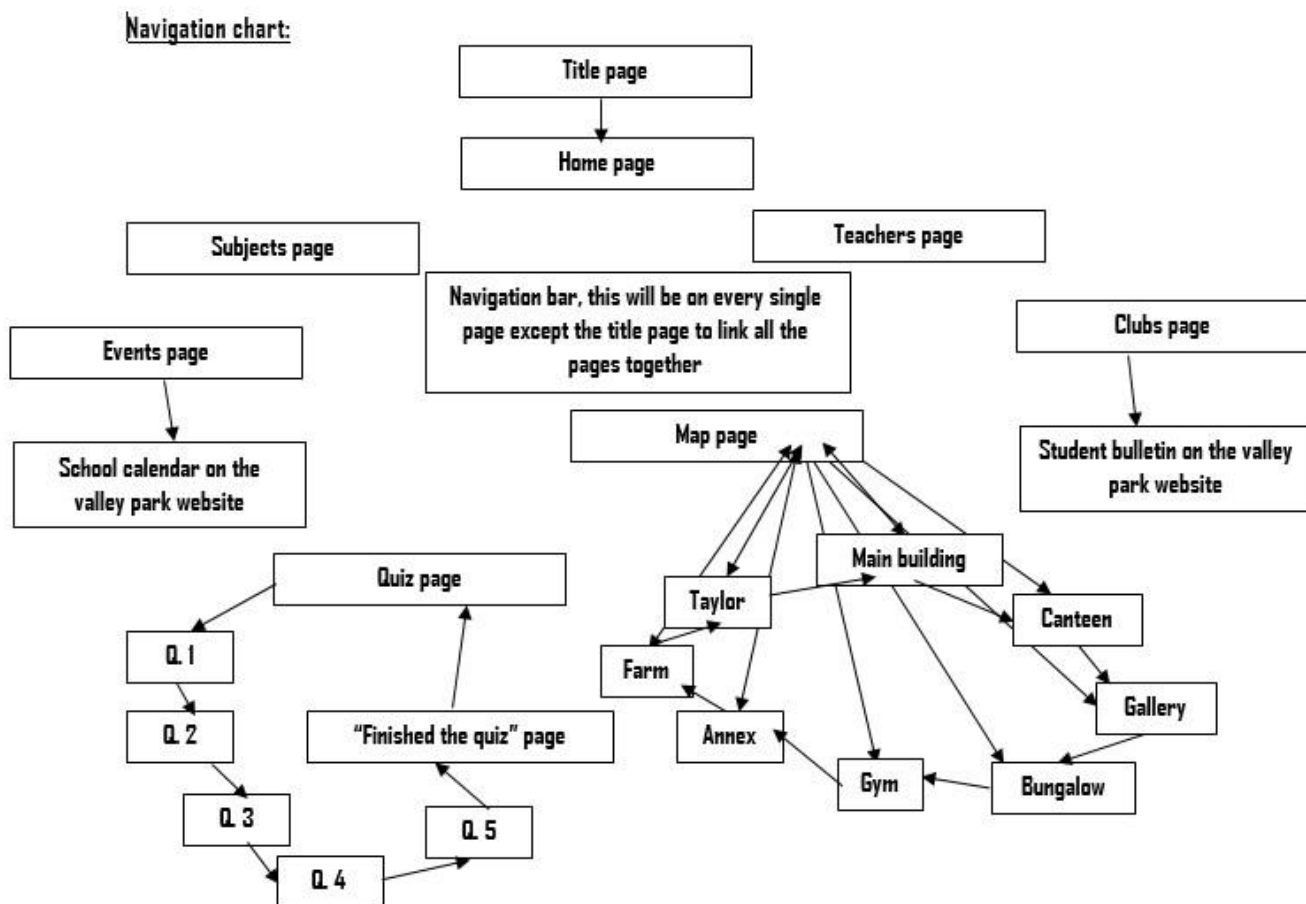
As the diagram show all my pages will be linked to one another via the navigation bar that will be found at the top of every page. The only exceptions are the external links on the clubs and events page that take the user to the school site, so they can obtain more information on the clubs at the school and events that will be taking place over the source of the school year, these links will be one way as the school site does not have a feature to return to the kiosk. The building pages will all have a separate button that links all the pages together in a loop and another button to link it back to the map page as well as a navigation bar to interconnect them with every other page, and the question pages in the quiz will all be connected in succession all leading back to the main quiz page. All of these pages will also have the navigation bar on them to link them to the other pages in the kiosk.

Navigation Bar Designs
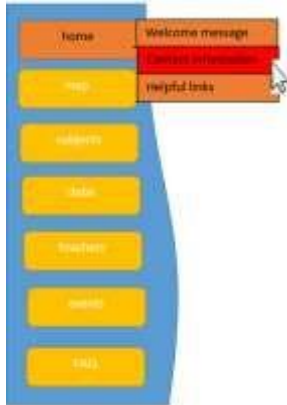
Colours- blue, yellow, white, black, orange, red
Font- Calibri (body)
Interactivity- when the mouse hovers over a button, a drop-down list appears, in a rectangle, each individual button being marked with a black outline and black text displaying the specific section of the page, and the button turns orange and the text black, the dropdown list then also has a rollover on it so that the button will turn red on the button that is being hovered over. This links back to the brief as it uses mostly gender neutral colours and colours that are clear and mostly soft which makes it appeal to the wide range of ages that will be using the kiosk, and it looks very professional and smart, which is another requirement for the product, however it does not link in very well with the purpose of the product as it does not hold any clear link with the school, e.g. colour scheme or font choice, and so it will probably not be the design I choose to use in the end because of this.
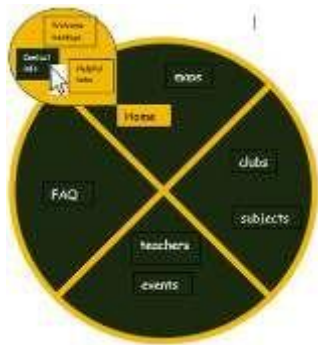
Colours- dark green, white, black, yellow
Font- comic sans Ms
Interactivity- when the mouse hovers over a button, a drop down list appears, in a speech bubble, each individual button being marked with a black outline and black text displaying the specific section of the page, and the button turns yellow and the text black, the dropdown list then also has a rollover on it so that the button will turn green and the text white, on the button that is being hovered over. This links back to the brief as it uses mostly gender neutral, and it links in very well with the purpose of the product as it has a clear link with the school through the colour scheme used, however it does not look all that professional as the buttons are all over the place and the circular design makes it hard to neatly fit onto the product so I don't think that I will use this design in my final product.

Colours- pink, purple, white
Font- Algerian
Interactivity- when the mouse hovers over a button, a drop-down list appears, in a semi-circle, with white text displaying the specific section of the page, and the text turns white and a white ring appears around the text as well, the dropdown list then also has a rollover on it so that the text will turn white, on the button that is being hovered over. This design does not link back to the design brief very well as the colours are not very gender or age neutral, the design does not fit in with the colour scheme or font choice of the school and the design does not look all that professional due to the brightness of the colours used, so because of this I will be unlikely to use this design in my final product.

Colours- green, yellow, gold, light orange
Font- Segoe ui
Interactivity- when the mouse hovers over a button, a drop down list appears, in a rectangle,

each individual button being marked with a light orange
outline with yellow fill and green text displaying the specific section of the page, and the button
swells from roughly 1.79 x 2.47 to about 2.01 x 2.68, the dropdown list then also has a rollover on it
so that the button will turn green and the text light orange, on the button that is being hovered over.
This design fits in well with the design brief as the colours are gender and age neutral and the text
is very easy to read, it also looks professional and it is in the school colours making a clear link
between the product and the school.
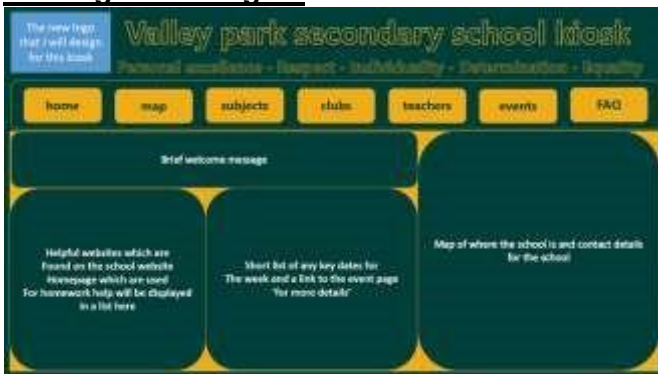
Colour Schemes
Here I have experimented with different colour schemes, using the home screen as the template.
This is to help me get the perfect colour scheme for my final product, a scheme that appeals to my
audience and meets the purpose. Below are 5 trial colour schemes with advantages and
disadvantages for each one to help me pick out the best one, so that I can make the most user
friendly and best possible product I can.

Bright pink, dark blue and red

Pink- red 245, green 57, blue 245/ Blue- red 0, green 0, blue 98/ Red- red 255, green 1, blue 6
An advantage of this schemes is that it is bold and stands out, it will definitely catch the user's
attention as I have used contrasting colours to make the text more apparent and the boxes have a
subtler out line which makes them more complementary and nicer to look at. However, the colours
are too bright and laree to keep your attention on the actual information you are wanting to get and
makes this information very difficult to read. Although contrasting colours go together well, in this
format it looks hideous and contrasting colours don't look as professional as complementary
colours would which deviates from one of the main points in the design brief. The colour scheme is
overall a terrible one as it appeals to very few people as bright pink and dark blue combo is a hard
one to enjoy and would just discourage or distract the user from using this product for its intended
purpose of informing you on info about the school.

Bottle green and gold

Green- red 0, green 63, blue 57/ Gold- red 240, green 173, blue 24

An advantage of this schemes is that it makes use of the school colours which makes it look more professional and immediately links the kiosk to the school so that it becomes apparent what this kiosks purpose is, and the user immediately knows that they can find out what they want to find out about this school here. It also uses colours that both complement each other so that it looks pleasing to the eye, but the colours also stand out from one another making the text readable. The use of mostly gender natural colours allows the kiosk to appeal to both genders and people of all ages which helps the kiosk appeal to the target audience. A disadvantage of this scheme is that the background colour is maybe too dark and might turn people off and might affect people who have a problem with their eyesight as some people might find reading white on a dark background harder than if it was a dark colour on a light background.

Pale yellow and pale green

Green- red 0, green 176, blue 80/ Yellow- red 243, green 188, blue 69

An advantages of this scheme is that it is much softer on the eyes than the last two designs, and the colours chosen somewhat resembling the school colours so users will clearly understand the link between the kiosk and the school, despite the link not being as apparent and doesn't quite link to showing the user the purpose of the kiosk, the colours are very gender neutral and easy for all ages to see and feel calm about, making this design appeal to my target audience more. However, a big disadvantage to this scheme is that the colours are so similar so reading the title and buttons is difficult and white on yellow for the text boxes is a not a very good choice as, again, the colour choices are too similar so reading will be difficult, defeating the purpose, which is to inform the students on the school and you can't do that if you can't read it.

Font Experimentation

Here I have experimented with different font choices, using the school name as the template. This is to help me get the perfect font for my final product, a font that appeals to my audience and meets the purpose. Below are 5 potential font choices with advantages and disadvantages for each one

to help me pick out the best one, so that I can make the most user friendly and best possible product I can.

All of my fonts will be in bold as I will be using bold text no matter what font I choose and personally I think that bold text looks nicer than regular text and is also easier to read. In will only use one font for both my titles and subheadings and the body of text with all the information in it, in my final product as I think that only using one font makes the product look more uniform and professional, so I will need to find a font that is eye catching for the title and easy to read for the main body.

Segoe UI

Valley park school

An advantage of this font is that it is very clear to read and looks professional which meets one of the criteria of the design brief. Additionally, the font being easy to read allows everyone of all ages and genders to read it, meeting my audience and as it is a very clear font, it allows for the purpose to be clearly presented to the audience. However, this font is not all that interesting to look at and probably won't keep the user invested in the information I'm giving to them for very long because of this, this font also looks quite cold and harsh, which might make the product look more professional or too basic or oversophisticated turning people away.

Comic Sans MS

Valley park school

An advantage of this font is that it is pleasant to look at and easy to read which allows everyone of all ages and genders to read it, meeting my audience and as it is a very clear font, it allows for the purpose to be clearly presented to the audience. However, this font is rather overused and not many people like this font because of it, so this could discourage people from using the kiosk or taking my product too seriously. Additionally, although all ages can read it and understand it clearly, it is still seen as a rather childish font as its mainly used in primary schools, so some users might feel a bit patronised using it because of this.

Arial Narrow

Valley park school

An advantage of this font is that it is very clear to read and looks professional which meets one of the criteria of the design brief. Additionally, the font being easy to read allows everyone of all ages and genders to read it, meeting my audience and as it is a very clear font, it allows for the purpose to be clearly presented to the audience. However, this font is not all that interesting to look at and

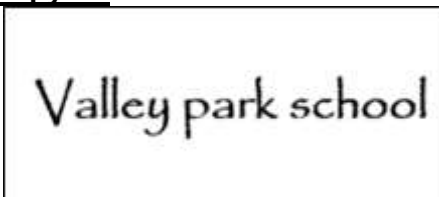probably won't keep the user invested in the information I'm giving to them for very long because of this.

AR DESTINE

Valley park school

An advantage of this font is that it is fun and will keep the user entertained and invested in the product, it is also a very eye catching unlike the last 3 fonts. However if I am going to use this font for all the text not just the title, then it wouldn't be very suitable for the product as it isn't very clear to read or easy to read for everyone of all ages and genders to read it, preventing my product from meeting my audience and as it is not a very clear font, and it doesn't allow for the purpose to be clearly presented to the audience.

Papyrus

Valley park school

An advantage of this font is that that it is fun and will keep the user entertained and invested in the product, it is also a very eye catching font also, the font being easy to read allows everyone of all ages and genders to read it, meeting my audience and as it is a very clear font, it allows for the purpose to be clearly presented to the audience. However, this font is not that professional, so the product won't meet all the criteria on the design brief.

Segoe UI
I think the Segoe UI font is the best one because it is the one that appeals the most to my audience and purpose and the one that I personally think is the one that fits the design brief the most and is the one that I like the most out of all the rest.

Page Designs
Backgrounds
Colours; bottle green- red 0, green 63, blue 57; gold- red 240, green 173, blue 24; white- red 255, green 255, blue 255.

Title page

This page will only have a slideshow of images of the school, that I will take and edit myself, the new logo that I will design for this kiosk and a gold button with the words "Press the screen to begin" to tell the students how to progress. All text will be in font Segoe UI, size 20, bold and in the same bottle green colour as the background.

Master page

This page will be the master page, and therefore be the template for all other slides. It will have a bottle green background, a navigation bar in that same bottle green with a gold outline (thickness 1 pt.) the buttons on the bar will be the same gold as the outline and have no outline themselves, with the text on them in bold, Segoe UI, size 18, and with no outline. Above this will be (from left to right) a smaller version of the new logo that I will design for this kiosk, the name of the kiosk "Valley park secondary school kiosk" in the background bottle green colour, with a gold outline- thickness 1 ½ pt.- size 45, font Segoe UI and bold, the text below will say the school moto "Personal excellence - Respect - Individuality - Determination – Equality" and will be in the same format as the kiosk name only with the outline thickness now being ¾ pt. and in size 23. Finally, any information the page has to offer will be in a gold textbox just below the navigation bar, and the info will be divided into bottle green text boxes with 1 pt. thick gold outlines, and any text displayed in these boxes will be size 18, bold, font Segoe UI and white, and any buttons used within the boxes will be gold and have no outline on the button itself, with the text on them in bold, Segoe UI, size 18, and with no outline

Home page

      This page will have 4 text boxes; one will give the user a brief welcome message, one will have a list of hhelpful websites which are found on the school website homepage which are used for homework help will be displayed in a list here, one will have a short list of any key dates for

The week and a link to the event page 'for more details', and the last one will have a map of

where the school is and contact details for the school. **Map page**

      This page will have two text boxes; one with a list of the different buildings for students to select, each building will be in a button so it's clear to the user what to click on if they want to see the map for that building, and the other will contain a map of the school and it will change to a close up of a specific building when a building is selected.

Subject's page
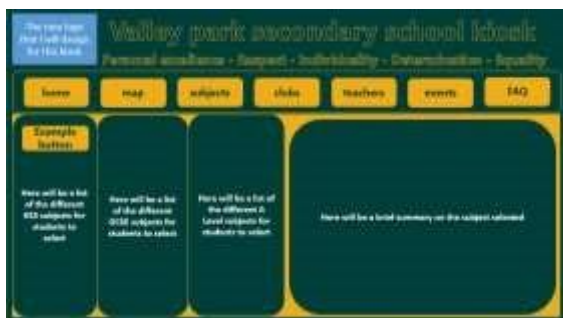
　　　　This page will have 4 text boxes; one with a list of the different KS3 subjects for students to select, each subject will be in a button so it's clear to the user what to click on if they want to see the brief summary for that subject, one will have a list of the different GCSE subjects for students to select, each subject will be in a button so it's clear to the user what to click on if they want to see the brief summary for that subject, one will have a list of the different A Level subjects for students to select each subject will be in a button so it's clear to the user what to click on if they want to see the brief summary for that subject, and the last one will have the brief summary on the subject selected. **Clubs page**

　　　　This page will have 2 text boxes; one will have a list of the different days of the week for students to select, each day will be in a button so it's clear to the user what to click on if they want to see the clubs on that day, and the other one will have a table of clubs on, on that day with the class room, teacher, timings, and brief summary on what it's about.

Teacher's page

　　　　This page will have 2 text boxes; one will have a list of the different teachers for students to select, each teacher will be in a button so it's clear to the user what to click on if they want to see more about that teacher, and the other one will have a brief summary about the classrooms they teach in and what subjects they teach for the selected teacher.

Events page

This page will have 1 text box which will have a calendar with all the events that are going on in the school for the rest of the year (from September up to July). **FAQ page**

This page will have 4 text boxes; one with a list of the different questions students can select, each question will be in a white outline of 1 pt. so it's clear to the user what to click on if they want to see the answer(s) for that question, one will have the answers to the selected question, one will be an opportunity for the user to answer a selected question, and the last one will have be an opportunity for the user to ask their own question.

LO4: Review the proposal and the planning of an interactive media product

Evaluation
Proposal
Within the proposal document I first had to research what types of things are included in proposal documents and I found finding this information quite difficult. There wasn't that much information online about this and it took a lot longer than I expected to complete this stage of the planning documentation. Once I had spoken to my teacher and some of my peers about this we found that it was much easier to find the information that we needed. We worked together as a small group and found out what goes into a proposal document. I then had to take the research that I found and tailor it to meet with my project. I found writing the audience and purpose for the project very easy as I had already written this, and it is something that I can easily writes lots of information about. I also found writing about my chosen platform and software quite easy as it is again something that I am used to doing. I am used to having to justify my decisions and explain why I have done something. I found writing about the background and content of the product a little more difficult. This is because I really had to start thinking about what going to go into my product and what types of things I would need to meet from the client. This took a lot of questioning and research to be able to explain my ideas. I also had to do some ignition plans on paper, so that I was able to explain my ideas fully. If I were to do this section of my task again, I think that I would make sure that I spent more time working on the content section of my proposal because I feel that this is the weakest part of the section. I would make sure that I had done my page designs first and then written about the content, as I would have a better understanding of exactly what I wanted to include.

Project Plan
The next stage of the project was to create a project plan that shows exactly what goes into each stage of development and I also needed to consider what I would do if anything went wrong. I found splitting up the development process easy, as I could work out what I needed to do and when. I think that I have been able to describe each of the stages of development very well and this will make sense to the client when they are reading my proposal. I also found allocating time to the stages quite easy, as I knew how long to spend on each area based on previous projects that we have done within class. The part that I found most difficult was the allocating contingency time to each stage. I wasn't sure how to plan this time in without making the project too long in length and making it unappealing to the client at the end. I had to have a conversation with some of my peers to help plan out this time and plan out exactly what could go wrong. We worked together with some of our ideas as a focus group and then went and worked on our own projects and their plans. If I were to do this again, I would definitely spend more time on the risk assessment part of the process and planning in my contingency time. I think that this would make my life much easier and I would have known a little more about what I was really meant to be writing in that section of the report.

Navigation Chart / Navigation Bar Designs
The next stage of the planning process was to create a navigation chart to plan out how all of my pages were going to be linked together. I found it easiest to make a list of all the pages that I wanted to create first and then I started to think about how they would be linked together. I then found it very easy to create the chart, as we had just created a practice one last lesson. It was easy to plan out the navigation chart and show all of the links and I am very happy with how it has turned out. I don't think I would make any improvements to the navigation chart, as it is easy to read and explain.

The next stage of the planning was to start thinking about what my navigation bar would look like. I experimented with lots of different designs when it came my navigation bar and I am happy with the different styles. Overall, I think that the more simplistic designs look better because they are going to be the ones that are easiest to use and will make people want to use the product again and again. I don't think I would make any changes to the experimentation of my navigation bars as they are simple and effective. My peers said that they found my descriptions and notes very easy to follow and that is something that I am quite proud of as well.

Colour Schemes and Fonts
The next stage of my planning was to create a simple homepage design for my product and then experiment with different colour schemes. I create a simple layout using PowerPoint and then used the colour tool to change the colours. I really tried to experiment with different colour schemes here and I think it made them all different and stand out from each other. I then went on to explain my choices of colours and help to justify my points, which I have also tried to explain fully in this written document. If I were to do the colour scheme experimentation again, I think I would maybe try a few more combinations of colours. This would let me make a much more informed decision about which one I would finally like to use and the reasons why I would like to use that final one. Although I am happy with my chosen one of green and golden colours.

Another experimentation that I did was with different font styles to use in my product. I tried a range of different fonts that I could have used in the product and really thought about where I could use them and on which pages. I think the Segoe UI font is the best one because it is the one that appeals the most to my audience and purpose and the one that I personally think is the one that fits the design brief the most and is the one that I like the most out of all the rest. I am happy with this decision and think that it will make my final product look very professional and clear and easy to read the information within it.
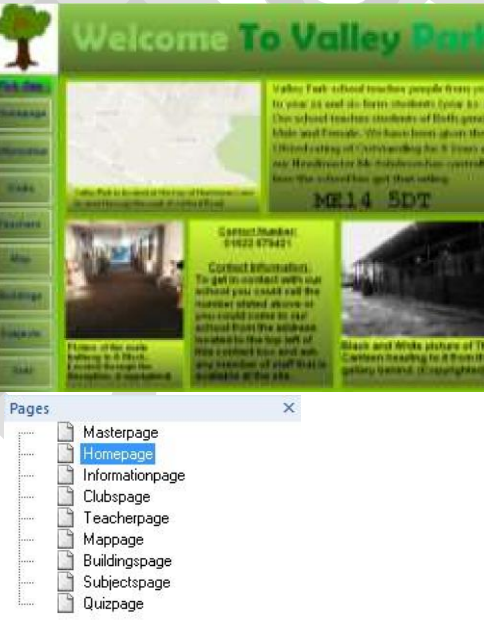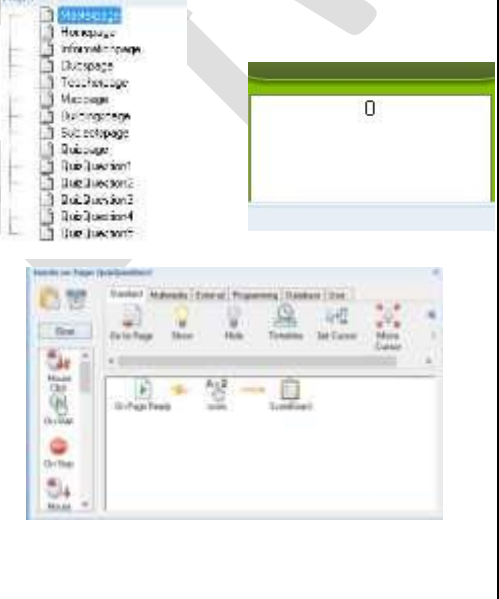
Page Designs
The final stage of my planning documentation was to create the actual designs of my pages. I used PowerPoint to do this as I felt that it would make planning the layout of the pages much easier and I could then copy the slides in Word to talk about them. I spent a lot of time planning my pages and including some detailed descriptions of what will be on them, along with some key information about what parts of it I do and don't like any more. I tried to make the annotations as clear as I could and tried to explain my reasons for the decisions that I have made. I am very happy with my page designs overall and I think they follow the colour scheme and navigation bar experimentation well. If I were to spend some more time on this section I would include some more pages and maybe add more detail to my annotations. I think any more information added will always help to explain my ideas and make them seem much more interesting to anyone who uses them.

Unit 02 - Assessor Feedback to Learner

Learner Name	Learner 1	Qualification Name	NCFE Level 2 Award in Interactive Media
Assessor Name	Miss Read	Qualification Number	603/0852/7

Please state the grade the learner has achieved
Grade: Level 2 Distinction

Feedback from Assessor to Learner
LO1– You have described the key areas that go into making a proposal for an interactive media product. You have explored a range of videos, images and website to gather inspiration and technical understanding for your own product. You have provided links to explain how they might come together and added in some descriptions of what does into a proposal.   LO2 and LO3 – You have produced a clear and detailed project proposal document for your own product. You have shown an excellent understanding of technical terms and relevance when planning your product. You have created a detailed project plan that clearly shows how you will respond to any problems that arise and any contingency plans that you have included. You have explained how you will solve these problems and what problems are likely to arise. You have produced a wide range of plans to show lots of different areas and these shows good application of the skills you have developed in earlier learning objectives. There are clear links back to the brief and descriptions of whether the designs meet the audience and purpose or not.   LO4 - You have described what you did in your planning documentation within your evaluation and given some excellent consideration of the strengths and weaknesses. You have provided a clear overall opinion of your designs and explained what you would do differently or develop further if you were given more time.

Comments from Learner
<mark>XXX</mark>

Any further actions? (Please initial and date once actions have been completed)
<mark>XXX</mark>

Learner Signature	Miss Read	Date	<mark>XXX</mark>
Assessor Signature	Learner	Date	<mark>XXX</mark>

Lesson Focus	What I did this lesson	Print Screen	Changes from Design	Target for next lesson	Reflection
To start up the mediator project and start placing the navigation bar and logo in places	I started placing my Logo and all the boxes with text that I needed		I have placed the navigation bar to the side instead of the top to make it look better	I need to finish of this page and start working on my Homepage	The lesson was a start and I got a lot of the work on this first page quite easily done with miss's help
I need to start my Homepage and get as much done as possible	I started my homepage and got a lot of it done with some nicelooking boxes		I have sorted my homepage, so it tells you how to get to the school and the code of conduct because they are required	I need to continue my homepage and make a master page	The lesson was fine, continuing with my homepage required me to be creative and to fit pictures and information in the page
I need to Add a Master Page	I continued with my Homepage and created my Master Page		I have changed the layout of my homepage by moving the text around and changing the picture of Mr Ashdown with some of the school.	I am going to finish my homepage and start my second page	The lesson was very straight forward. The moving text around was easy. Pasting the edited pictures in was difficult. No questions.
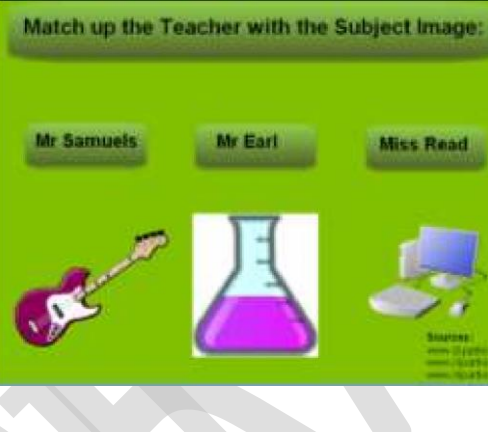
I need to create more pages and continue my homepage	I made some more pages and I have continued my homepage a bit more		I have made some new pages with the new border that looks nice and I have continued with my homepage because it needs to look great	Next lesson I am hopefully going to find the needed information for the last bit of the homepage for it to look great	The lesson was fine I needed to find the right information for the product and I got what I basically needed so it should be easy now
I need to continue my Homepage	I Continued my Homepage and I'm nearly done		I have changed all the same that I mentioned last lesson because it looks cleaner	Next lesson I am going to start my second page and more possibly	The lesson was super simple all I did was made the Homepage look much smoother and more added a quiz to the home bar
I need to Finish my Homepage and make all the other pages ready for further editing	I finished my homepage completely and then I have made all the other important slides and by they need editing		I have made a quiz slide and I have completely changed my homepage because it will look more professional	I need to start my information page and possibly some other pages such as the subjects or teacher page	The lesson went well I did some more work and that is what is matter and is good.

I need to start my subjects page and fix up some old problems	I worked on my subjects page a bit and I have polished off some of my other pages		I have started my subjects page and I have worked on my information page a bit because it is required to look appropriate	I need to do the navigation bar with all the correct links	It went well I managed to sort some stuff out and start my subject's page. It all got sorted out quite easily
I need to add Hyperlinks to all of the navigation bar parts and to continue the subjects page	I finished hyperlinking all of the navigation parts and I have continued slightly with my subject's page		My navigation bar in this design is now functional and will send you places, and my subjects page has changed completely Because it needs to fit the audience and purpose	I need to finish my subjects page and continue on the other pages after that	The lesson took a while, to add all the links but it works and is quite impressive. Also, my subject's page won't take too long. The links now work
I need to add Quiz pages and add hyperlinks to them I need to add a working scoreboard	I added 5 questions and I have edited two of them to the way I wanted I added a working score board that goes up when a question is correct		I have completely added a quiz part of my product and it's all new I have added a working scoreboard because a scoreboar	I need to finish My quiz pages further and add a working scoreboard I need to finish my quiz to the best possible extent	The lesson went quite well with progress done, I am happy with the work done The lesson was confusing, but it worked, and I am

			d is now required and looks amazing		happy with the contraption I made
I need to start adding an Interactive Map	I have successfully started my Interactive map making all the pages and hyperlinks on the first page that are required		I have changed my design slightly by moving around the map layout and adding effects that change the look of the mouse at certain points because the map needs to be interactive	I need to continue my Interactive map and get more pop-up messages done to help people	The lesson went well, I got lots of good work done and are moving forward. I chose another sort of Method and I am happy with that change
I need to continue my quiz and add some more questions	I have successfully made the first half of the quiz with all the links and events		I have added a quiz completely, in my old design I had no quiz and now I have one which is looking promising because a quiz is required	I need to complete my quiz as much as possibly hopefully finish if not get to the last question	The lesson went well, and I have added a lot of nice updates to the quiz that I am satisfied with

I need to finish my quiz off and make it perfect	I have finished my quiz with all the links and questions needed, it works very well		I have continued with making a brand-new quiz with all the items that are needed to make a great quiz because it needs to be professional	I need to continue my information page and write down all the information needed with pictures and links	The lesson went really well, I got loads of work done and help Archie as well and that was very productive
I need to finish my Login page and make it work on all the slides	I have added a working login page that carries over data to other slides		I have added a new Login page completely and the location of all of the text on the slides is new as well because a login page is required	I need to continue my Information page adding all the needed info and a link the School Website	The lesson was good because I did a lot of Work and helped Archie again with his homepage, however I need to focus on my work more to make it easier

I need to Finish my Information Page and start the other pages that are needed	I have completely finished my Information page AND My Subjects Page		I have made my information page have a link to the VLE and have all the needed information that was not apparent on my designs because more information needed to be spread	I need to continue and hopefully finish my clubs page and then I Will start my drag and drop activity	The lesson was amazing, I got so much work done (Partly because of more concentration because of one factor) It went well and fast.
I need to start my drag and drop activity	I have started my Drag and Drop activity and I have found all the pictures needed for it		I have added a new drag and drop slide that is new to everything in my old design because it is required	I need to finish my drag and drop activity and then finish the clubs page	The lesson was ok we did spend a lot of time on that evaluation paper though so that's annoying
I need to Finish my teachers page and add all the last finishing details	I finished my Drag and drop activity yesterday lunch and I have added my teachers page and fixed everything		Added a new and Improved Teachers Page and It all looks nice, I also changed a few other things around because it needs to be amazing	I am done nothing else is to be done.	The lesson was a bit tight but fine it was hard at times, but I got some help from Roman to be able to fully make the teachers page

Unit 3 – Development and production of an interactive media product

LO1: Understand how to use appropriate software for the development and creation of an interactive media product and its assets LO2: Create an interactive media product to meet a brief

Lesson Tracker Asset Table

Image Name	Photo Source	Modified Image	Why I Modified the Image	Copyright
Hallway A block.	It's my own picture that I have taken and further edited in Adobe Photoshop.	The Brightness was increased, and the contrast was slightly decreased.	I Changed the Image to make the Hallway in A Block look more colorful and brighter.	It is mine because I took the picture of it and modified it. Someone has to have my permission to get rich from it.
Cat 1	It's my own picture I took the picture myself and then edited it further in Adobe Photoshop.	The Brightness was decreased, and contrast was also decreased as well.	I Edited the image to make the cat in the picture stand out more so that the audience knows what to look at in the Image.	It is mine because I took the picture of it and modified it. Someone has to have my permission to get rich from it.
Black and White Canteen	It's a picture I have taken myself then in Adobe Photoshop I edited it further.	Set to black and white and added more contrast and less brightness to the image.	I edited the image to make it look more aesthetic and professional.	It is my picture that I have taken and modified. Someone has to have my permission to use it for something important.

Taylor Building	**I have taken this picture myself and the edited it in Adobe Photoshop.**	**The colors have been modified to make the picture more colorful and shinier.**	**I edited the image to make Taylor Building stand out more and look more colorful and inviting.**	**This picture was taken by me and I have modified it myself. You have asked me for use of it for reasons.**
Dave Rave	This picture was taken by me then in Adobe Photoshop was changed.	I have changed the colors to make the whole picture different and very vibrant.	I have modified this image because I wanted to have a unique photo using obscure colours to make the Donkey (Dave) to look completely different.	It is my picture that I took and modified all by myself. You have to have my permission to use it for stuff
Bird Box	This is my own taken picture that I went into Adobe Photoshop to edit it further	I have made the picture greener and with more colours and shades that fit the nature elements	I changed this image so that the image has a more nature feeling to it which emphasizes the nature side of Valley Park.	It's my picture and It's been modified by myself. If anyone wants this, they have to request access to use it from me personally.

Rave Sheep	**I took this photo all by myself then in Adobe Photoshop I changed it up.**	**I have changed the brightness the contrast and I have changed the colors around**	**I edited this image because I wanted an image of a sheep, but I needed the image to be different, so I changed up the colours of the sheep to a pink tone.**	**It is mine and It has been taken by me and edited by me so if anyone and that means ANYONE! Wants to use it they have to ask me!**
Football club	I took this photo and then in Adobe Photoshop I edited it further.	It is a picture that Modified I did by changing brightness, contrast and the colors	I changed this image to make the Football Club look even more exciting and fun with vibrant colours.	It is my photo that I have taken and if anyone wants to use this they ask me because I have also edited the photo
Back of A block	This picture is my own picture that I took and then I edited it up in Adobe Photoshop	I modified this after I took it by changing the brightness and contrast and	I edited this image to make the back of A Block stand out and look more impressive and much cleaner.	This photo is my photo I have taken it and modified it and I have to have strict permission for anyone of you to use it.
Outside A Block	This picture I took myself then in Adobe Photoshop I Changed it.	I have changed the brightness the contrast and I have changed the colors around	I changed the colours of this image to make the outside area of A Block more vibrant and to stand out more.	It is mine because I took the picture of it and modified it. Someone has to have my permission to get rich from it.

	This is an image I created myself in Adobe Illustrator.	I created this image by drawing the lines of the tree and then adding different apples around the middle "VP" Text that represents Valley Park and its nature side.	I created this logo because it shows off the nature areas of Valley Park and how it is very good quality and eco-friendly. The logo also has a simplistic but crisp design that emphasizes the beauty of Valley Park school.	I created this image myself, so I have the ownership of it. If someone wanted to use it, they could ask me for permission.

Folder Structure

I have tried to use sensible names when creating my folders for my interactive media product. I have chosen to call my folder "Final Multimedia Product" so that it is easy to find and is something that I am able to access again and again.

I have also used sensible naming conventions when naming the assets that will be used in my final product. I have names all of the assets something that will identify them easily.

Exporting Final Product

I have decided to export my final product for the client as an .exe. file. This means that the client will be able to access the product on their devices and also allow them to run the product as they expect. This means that people will be able to use the product on an interactive kiosk and also not allow any changes to the source code of the final product, which is quite important.

Testing

Test Description	Predicted Outcome	Actual Outcome	Improvements
I am going to test that all of the buttons on the homepage work as expected. I will do this by clicking on each of the buttons in my navigation bar and making sure that they all go the pages that they are meant to.	I expect to be taken to all of the correct pages on my homepage.	The button the homepage actually went to the master slide, so I will need to change this link	I have changed the link for the homepage button and it now links back to the homepage correctly.

I am going to test that all of the buttons on my quiz work as expected. I am going to complete the quiz by getting all of the questions correct.	I expect the quiz to show a score of 5 out of 5 questions correct.	The quiz showed a score of 5 at the end.	
I am going to test that all of the buttons on my quiz work as expected. I am going to complete the quiz by getting all of the questions incorrect.	I expect the quiz to show a score of 0 out of 5 questions correct.	The quiz showed a score of 5 at the end. This means that my variable is not working and will need to be changed.	I have made sure that the variable of score is reset each time a new quiz is started. This means that a score of 0 will not show if all of the questions have been answered incorrectly.
I am going to test that my product loads as expected, by opening up the .exe file from my documents.	I expect my kiosk to load correctly first time.	The product loaded correctly the first time that I opened it.	
I am going to test that the log in feature works and that I can enter a username to get the program to welcome me.	I expect there to be a welcome message on the homepage that is displayed correctly.	The welcome message displayed as expected on the homepage.	
I am going to use the map to check that it is interactive.	I expect that when I move my mouse over certain areas of the map that it will become interactive and work as expected.	The map is interactive, and the labels appeared correctly.	

LO3: Review their finished interactive media product

Questionnaire Analysis

1: The Strengths of my product are the way that the pages are laid out. The Product starts with the Login Page and then after you smoothly enter your Name the Product Transfers you to the Homepage where you are presented with a roundup of information and pictures also including the logo welcome title and the navigation bar that can transfer you to any page that you want to learn more about. This meets the Audience and Purpose because of how the product has to relate around all ages.

2: A Weakness of My Product would be the Colour Scheme. The colour scheme apparently is a bit unprofessional and needs to be changed a bit. I can see that and can agree that the green could be a little darker and be a bit less green as well, Gold colour would have been good mixed with the green, but it will do. The colour could fit in with the audience and purpose if it was a bit darker and fit in a bit more.

3: The improvements I could make according to my questionnaire would be to change some of the colours in the different pages, this would allow me to make the product look much more professional and to make it much more better looking and to be graded higher from people who want it to look good for the school.

4: The Improvement I think I could make would be to make the title on the main pages look much better because for me at least, when I look at it, it looks like it could be improved and I would have liked to improve it maybe by changing the font or making the colours of the text look a little more dark green and make them all the same colour. The green is ok, but it needs to be darker and to look smoother instead of different shades, I was going for a multiple leaf like colour but it's ok.

Evaluation

One reason why my Interactive Multimedia Product meets the Audience is because of how the layout is simple and easy to manoeuvre around so that people very young or people very old will be able to use the machine as long as they know how buttons work. Another reason is because of the colours that my product is made up of, they allow the product to be visually seen by anyone in the sunlight or at night and they stand out so that my audience is able to see it better. The last reason is because my product has a very big and easy to read font, the font also has clear colours that make it up and allow it to be read with ease helping the audience.

One reason why my Interactive Multimedia product reaches the purpose is because it contains a map of the school and includes all of the locations needed so that the audience can find out where to go next in school if they need directions. Another reason is because the Product contains a New and Clean Logo that appears on all the slides it is needed on this is an improvement I am happy with because of its nice design and placement in the top left corner so that all of my audience can see it and understand its purpose. The last reason is because of how my product contains all the information needed for new and returning visitors to the school, the information is presented mainly on the information page but also some on the Homepage.

One main reason why my Interactive Multimedia product reaches the User Requirements is because I have included many of the items I was going to include in my user requirements in my Final Product. This includes a new logo, the school name, a detailed map, a List of teachers and subjects, a list of available clubs, various colours, a navigation bar, information about Valley Park, a homepage and It needs to be suitable for my Audience. All of these items being included in my Product means that it will be very useful for any member of my audience to find out facts about Valley Park in a suitable simple manner.

One way my product could meet more audiences is by containing more features that the generations in years 8-10 are into at that point. After using the Kiosk a few times, the quiz and Drag and Drop activity

will get boring so something new will be required to entertain the other years. Another way my product could reach more audiences is by adding new colours or maybe new sections for the older years so that they can experience a product ready for them and something they would be happy with compared to the current product.

One way my product could meet more purposes is by allowing visitors to know where to go at certain events such as leading them to the gallery at open evening, because at the moment we need signs and people to show where to go. Another way my product could meet more purposes is by telling students and carers when days are off and why they are off, For example half term, Bank holiday, Snow Days and more.

One strength of my product is how you can easily go to any section you want and be greeted by what you were looking for, such as if you want information about the school you go to the information page and if you want to know where buildings are then you go to the map page and then find there you can find out what building holds your next destination. Another strength is that my product has information but at the same time allows students to have an amusing time on the quiz and drag and drop activity and it will also boost their knowledge of the school.

One weakness of my product that would be very hard to accomplish but amazing to do, is to have a recent news section at the side of some pages to show everyone what the school is up too and what's going on, on certain days, that would improve the product by encouraging my audience and others to return to my product to check out the latest news. I would include this into my product by making the design responsive and linking it up to the school website. This mean that any changes to the school website would automatically become onto the product and it would make a recent news page or sliding bar on the screen.

Another weakness of my product is how the clubs page is a bit messy, it was hard to fit in the pictures so that they didn't have a low resolution, so I fit them in as well as I could, but it was still hard to make them incredibly clear, but I tried to make them more high resolution, but It could definitely be improved. I would need to make changes to these images within the asset development of my process. This would allow me to select images that are higher quality and something that people will want to see in feature. I have also selected a range of different aspects that meet the needs of the client and will be interesting for people to see.

Another area that I found very boring was creating the lesson tracker to show my progress over time. I felt that it was important to show how I had improved my work during the lessons, but it soon became something very boring that I needed to complete during lessons and I felt that it was a chore to complete. If I were to do this again I would definitely change this lesson tracker to make it much smaller in length and easier to follow, so that I didn't have to make so many updates all of the time to it.

Overall my product is high quality and I am happy with the final product, some things could be improved around my product, some minor and some a big larger but I am not available to improve on some of these problems and some other things will take long time to work on which I am cannot do at this time. I will work on these problems in my next Product.

Unit 03 - Assessor Feedback to Learner

Learner Name	Learner 1	Qualification Name	NCFE Level 2 Award in Interactive Media
Assessor Name	Miss Read	Qualification Number	603/0852/7

Please state the grade the learner has achieved

Grade: Level 2 Distinction

Feedback from Assessor to Learner

LO1 and LO2 – You have produced a wide range of evidence to show how you prepared and developed assets for your final product. You have explained the tools that you have used and consistently used technical terms within your lesson tracker and asset table. You have produced an excellent lesson tracker to show how you developed your product and how you overcame a range of problems. You have outlined where you sought support and what contingency plans you took. You have described how your developments meet the brief and your designs. There is some clear evidence of suitable naming conventions and folder structures.

LO3 - The review you have produced a review that outlines advanced successes and failures with your final product. You have described the successes and failures well and explained the overall success of your final product in meeting the original client brief.

Comments from Learner

XXX

Any further actions? (Please initial and date once actions have been completed)

XXX

Learner Signature	Miss Read	Date	XXX
Assessor Signature	Learner	Date	XXX

Unit 4 – Present and promote an interactive media product
LO1: Understand how to promote their skills and present an interactive media product in the creative media industry

Purpose of Presenting Interactive Media Products

There are many different reasons why we need to present interactive media products to people. One reason that we may need to present an interactive media product is because a company is pitching a completed product to a client or customer. This might be when a company has been awarded a new contact to product marketing material for a new school or product. This means that the company will need to present its products to a team of people from the client company. The clients will want to see what the company can offer, and it will also give them a chance to ask any questions they have and for the company pitching the idea to get any feedback they think will be very useful. For example, if the client doesn't really like the colour of the product, then the company could change the colour based on feedback that they have got from the client during the pitch. It's important that a pitch goes well as it will ensure that the company has new business and can do well in the future.

Another reason for presenting an interactive media product might be to test a product with its intended audience. It's very important that new media products are tested and improved based on feedback from the audience. This is called iterative development and is an important part of the software development lifecycle. By following this process, it will ensure that the company designing the product can get accurate feedback and then use this to refine their product and make it better and more suited for their audience. This will make the client happier and more interested in purchasing the final product.

A company may also choose to present an interactive media product because they are competing with other companies to try and win a new contact with a client. The company would need to present their ideas and any prototypes they have created to the customer and then show them exactly what they could offer them. It's important that the products shown show the company off in a good light because they are then more likely to get the final job. It's very competitive in this industry and people want to do well so that their businesses can stay on track and in the same position to earn money.

Not only will some companies want to show off products at a pitch they may also want to show off their products to other professionals at an event, like a conference or trade show. If a company were able to show off their product well in this kind of situation then they are likely to get good publicity and encourage new companies to consider them as being someone who could make an interactive media product for them. It is also a good opportunity for the company to show off any particular products they have been working on, such as a new game or application. Another reason that an interactive media product might need to presented is because the company creating them may want to generate awareness of a new game or application with its audience. This means that the company might want to show off what they have done at a gaming convention or education conference if their app is to do with teaching.

A final reason that interactive media products might need to presented is because someone is applying for a job in this industry and they need to show off the skills and products that they have worked on before. This is because within interviews and application process for jobs in the creative industry you are expected to show off your practical skills and show off what you are able to do. This means that a company is more likely to hire you because you have practical experience and they can see what you have done. Sometimes in an interview you will be expected to complete a face-to-face presentation of your product and talk the interviewers through what you have done and how you have developed. Another way might be to produce an interactive portfolio to show off exactly what you have done and then the company you are applying to can go through this in their own time.

Methods of presenting Interactive Media Products

- This is when an individual creates a presentation to show off thier skills and some of the products htey have made. This presentaiton may include print screens of thier products and speaker notes to help them present thier ideas well. The person presenting will speak about everything they have done in a face-to-face environment and can use the slides to provide practical examples of an interactive medai product.
- Some advantages of using a presentaiton are that they are quite easy to create and people without a lot of technical knowledge would be able to do this. Another advantage is that they are easily used by many people and they can be easy to view on lots of different devices.
- Some disadvantages of using a presneation is that they are not very interactive can be quite boring to really show off what you have done. A presentation also have quite

people don't relate to a business environment.

limited functionality and wouldn't show off many of the technical skills that people might have developed in thier game. This may appear unprofessional or something that

- This is generally a website that is created by an individual or company that shows off the different skills and prodcuts that the creator has done. These products include a commentary of thier work and often have download links to the work that they have done as well. The digital portfolio acts as a showcase of thier work and it is important that it is laid out correctly and works properly too.
- Some advantages of using a digital portfolio are that are good for showing off work for more than one project at the same time. This means that many new skills and different products would be able to be seen. It also allows for different types of products to be included. The types of products can include moving image, audio, games,

apps and websites. Also the portfolio is quite easy to upadte with new material and they are quite cheap to produce in comparison with other areas.

- A disadvantage of using a digital portfolio is that they can often be time consuming to build and it takes time to make a really effective digital portfolio. It's important to make sure

that they are as professional as possible. Also digital portfolios can often have large file sizes because of the amount of files included within them. This means that they will be

harder to distribute to people. However, they could be posted online.

- This is a marketing campaign that is based around people sharing something with lots of other people and then them sharing it with lots of other people as well. This then develops and becomes something that is know as "viral". This is good because it means that lots of people are talking about the object or thing that has been shared. In order to make this an interactive media prodcut then the actual product would need to be shared online - often viral marketing comes from the use of social media, as so many people use it often. This is going to need a lot of investment from people to make this work well.
- An advantage of using viral marketing is that they arefree to distrubute, as it relies on the audience sharing the ideas rather than an investment from a company. They can

also be very successful if enough people share them. There will be interest developed from the audience and the peeople who are sharing the product.

- A disadvantage of using this method is that it's hard to identify a specif audience because they are often used in association with the audience and purpose and social media. It's

hard to know what people will want to share and what they won't. It's often unreliable to use this method becasue they can be hard to create viral prodcuts because it's what

people will be interested in.

- This is when a product is released onto the web for people to see. This often involves the use of websites or sharing something via emails. An online presence would allow people to share thier work with others and make sure that everyone is happy with thier work. It is often used as a collaborative tool to let people work together and share thier ideas. It would let lots of people see an interactive medai prodcut and make sure that they are completely happy with it before anything else happens.
- An advantage of using an online presence is that it would be able to showcase a wide range of types of products because games and apps can be included in the prodcut. Also HTML and CSS can be used to showcase even more skills that the user had developed. This would impress the audience of the presentionat method more. Online

presence is also good because it means that more people would be able to access it and view thier work that the person has done. This means that more people would be

impressed by thier skills and the prodcuts they have made.

- A disadvantage of using an online presence is that require quite a good understanding of the technical skills in making a webiste. This means that it would need to be a professional who makes this type of product and spends a lot of time on it. This means that some epople would not be able to make this type of prodcut or spend time

making it with the skills needed. Also it can take quite a lot of time to update these types of products.

- This is a video that is used to showcase an interactive media prodcut and can often be used in a variety of different ways, such as sharing online or simply being shown in an interview. Sometimes people like to use these promotional videos with animations and voice overs within them to explain some areas of the interactive medai product. I also think that some people will want to know exactly how certain things work and this video is a chance for them to show this. These videos can be uploaded to video sharing websites, such as YouTube and Vimeo.
- An advantage of using this method to promote an interactive media product is that they are Ideal for moving image projects because that's what a video is based upon. They are also quite easy to distribute to the professionals who need access to it. They are easy to share via email or online sources.

Promotional

- A disadvantage is that they are not always suitable for all types of products. This is because work that is reliant on text would not really fit into a promotional video. Also it's

quite hard to edit a video once it has been made and this means any new projects that someone works on will not be able to be included in the new product. it can also be quite time

consuming to make these types of products because there is so much editing involved in them.

Methods of Presenting Skills

Showreel

- This is a video that is often used to show off the skills that people have developed. They often have moving images and voice overs to explain the ideas.
- An advantage of using a showreel is that they are ideal for moving image, gaming and audio skills as theya all graphical is basis. Also it is a good way to demonstrate practical skills and creativity, as the showreel itself is a creative interactive product. It would provide an opportunity to stand out from the competition. They are free and easy to distribute digitally amoungst people.
- A disadvantage is that they are not always suitable for all types of products. This is because work that is reliant on text would not really fit into a promotional video. Also it's quite hard to edit a video once it has been made and this means any new projects that someone works on will not be able to be included in the new product. it can also be quite time consuming to make these types of products because there is so much editing involved in them.

Digital CV

- This is generally a website that is created by an individual or company that shows off the different skills and prodcuts that the creator has done. These products include a commentary of thier work and often have download links to the work that they have done as well.
- Some advantages of using a digital cv are that are good for showing off work for more than one project at the same time. This means that many new skills and different products would be able to be seen. It also allows for different types of products to be included. The types of products can include moving image, audio, games, apps and websites. Also the cv is quite easy to upadte with new material and they are quite cheap to produce in comparison with other areas.
- A disadvantage of using a cv is that they can often be time consuming to build and it takes time to make a really effective cv. It's important to make sure that they are as professional as possible. Also cvc can often have large file sizes because of the amount of files included within them. This means that they will be harder to distribute to people. However, they could be posted online.

Exhibitions

- This is a physical way of presenting work. This is involves setting up a presentation or exhibition of the skills that the has been building. This needs to show how things have developed and improved.
- An advantage of using this method is that the person who was making this will have Creative control over the products/skills on show. For example they will be able to control the lighting and sound that is used and they will be able to speak about how things are done. Using this method will often be more interesting for the audience and it will be something they can remember and will stick in their minds. it is liekly to make a better impression on the audience. By doing a practical presnetaiton the presneter will be able to meet with the audience and explain their products or ideas in more detail.
- A disadvanage of this is that it can be expensive to hire a venue and arrange lighting or sounds to be played. It also relies on people choosing to attend the event and there may not be very many people who will go to this. It's also temporay and isn;t something that people will be able to view again and again.

Web Presence

- This is when a product is released onto the web for people to see. This often involves the use of websites or sharing something via emails. An online presence would allow people to share thier work with others and make sure that everyone is happy with thier work. It is often used as a collaborative tool to let people work together and share thier ideas. It would let lots of people see an interactive medai prodcut and make sure that they are completely happy with it before anything else happens.
- An advantage of using an online presence is that it would be able to showcase a wide range of types of products because games and apps can be included in the prodcut. Also HTML and CSS can be used to showcase even more skills that the user had developed. This would impress the audience of the presentionat method more. Online presence is also good because it means that more people would be able to access it and view thier work that the person has done. This means that more people would be impressed by thier skills and the prodcuts they have made.
- A disadvantage of using an online presence is that require quite a good understanding of the technical skills in making a webiste. This means that it would need to be a professional who makes this type of product and spends a lot of time on it. This means that some epeople would not be able to make this type of prodcut or spend time making it with the skills needed. Also it can take quite a lot of time to update these types of products.

Purposes of presenting Interactive Media Products

When presenting interactive media products there are lots of different clients that a company or individual may need to present to. There are a range of different ages and purposes. When presenting to a specific audience it's important that the type of presentation method used is appropriate and suits the needs.

Client	Chosen Method	Why?
A company has produced a retro game as part of a campaign for a Mental Health charity	I would make a presentation to really showcase this game and explain the key features. I would consider using a gaming event or conference, such as GamesCon in Germany or Insomnia to showcase the game to its target audience.	I have chosen this method because the game is aimed at young people it's important that the game can be shown off in places where people who are interested in games are going to see it. These conferences are important for people to view the game and they will be interested in games if they are attending. I think a presentation is best suited as it would show off the best parts of the game, whilst also making sure that people can access it as well. I would maybe consider allowing people to download the game via steam to ensure the most people can access it.
Fashion blog for a cosmetics client, such as Mac or L'Oréal	I would make a viral marketing campaign using social media to help allow people to share it. I would use Facebook, Twitter and Instagram to make sure that it's working to the best that it can be.	I have chosen to use a viral marketing campaign because I think it will allow more people to be able to view the fashion blog and it's important to drum up interest in it. I also think that because the target audience of the blog is likely to be people who use social media, using this to try and create a viral marketing campaign will really help to promote it. I would also suggest that YouTube can be used, if the client were to make some beauty videos or vlogs because then more people would be able to share the work and get more people interested again.
Interactive TV advert for a children's theme park	I would choose to show the television advert on the main television channels, such as ITV and Channel 4 and Sky One. I'd also suggest that this advertisement is shown on their On-Demand services, such as ITV Hub and All 4 and 5OD. I would recommend using it with children's television shows.	I have chosen to use an online presence for this one because I think it will help to get more people interested in the theme part. I have chosen to use children's television shows because this is the target audience for the park and it will get people to ask their parents if they can attend the event as well.
Website for a new homework site aimed at students	I would choose to use an online presence for this website. A responsive website means that people should be able to access the website on every type of device. The website should be able to work	I have chosen to use online presence because then students from all over the world would be able to access the website and use the information within it. I don't think this would suit a viral marketing campaign because most people won't want to view the work just because they use a social media website. People may want to share it

	on things like computers, tablets and smart phones.	online, but I don't think having a viral marketing campaign is really the best idea for them.
Interactive kiosk for an exhibition of 90s culture at Maidstone Museum	I have chosen to create an interactive presentation for this type of device. People will be able to interact with it and use buttons or a touch screen to control certain aspects of it.	I have chosen this type of presentation method because it is something that will be shown within the museum and people will want to interact with it. The device can then include videos, audio guides, photo galleries, apps and games, which they made available to visitors through an Interactive kiosk. People can then use a touchscreen or series of buttons to interact with it.

Researching IT Job Roles

I am describing different roles in the interactive media industry and what each role does, the qualifications needed, the personal attributes that are preferable and any other notes such as what the job requires you to do. For this I have picked out 5 different roles and for each, written about them using the details listed above.

Web designer

For this job you use creative and technical skills to design new websites and redesign existing ones. The average salary is around £18,000 to £40,000 annually. For this job you would meet with clients to discuss the briefing, preparing a design plan, deciding on branding, texts, colours and backgrounds, laying out pages and positioning buttons, links and pictures on design software , adding in multimedia, testing and improving, uploading to a server and you might need to work closely with web developers and marketing professionals.

No qualifications are really needed, however there are web design college courses which offer a degree in web design which can help in getting a job in this field, but the employee needs to show skills in; visual design, search engine optimism (SEO), marketing and social media, using coding software like HTML and CSS, using photo editing software, Photoshop and adobe illustrator and basic copywriting skills.

The personal attributes that are preferable in this job are; strong creative skills, the ability to pay attention to detail, good problems solving skills, logical approach to work, good social and communication skills, the ability to explain technical matters clearly and the ability to work within deadlines. This suggests that it's very important to show off all of my personal skills within my own presentation document so that I would be able to show off the well-rounded individual that I am. Having a section about personal attributes is going to be important within my own product.

Video creator- animator

For this job you bring drawings and computer-generated characters to life on the screen. You will create animations and short videos that include animations and you would need to have the basics of these skills before you even start working. The average salary is around £14,000 to £36,000 annually.

An employer would mainly be looking for an animation or art related HDN, foundation degree, degree or post graduate course, another thing an employer would be looking for is a portfolio of examples of your work, and it is advised to entering animating completions, festivals or sending of ideas and animation to broadcasters or uploading them to videos platforms such as YouTube, this helps to get your name in the industry. This advert suggests that the portfolio that I create needs to showcase the real skills and important areas that I have worked on. The portfolio is going to act as a showcase of work, so it's important that all areas are explained and clear.

Personal attributes that are looked for is; creativity and imagination, drawing and modelling skills, communication and presentation skills, IT skills and good leadership and team working skills.

Creative copywriter

For this job you create an add detail to websites and any form of written text online. You are responsible for writing unique web content for lots of different clients. You may have to create and edit blog posts for customers and make sure that all of your spelling is correct and well organised. You work as part of a team and need to make sure that you are able to meet deadlines and find out all of the information that you need. You also need to be able to respond to feedback given to the clients and help make decisions that will help them improve their websites. You also have to be able to newspaper articles and anything else important that would be worthwhile. The average salary is around £14,000 to £60,000 annually.

An employer would mainly be looking for a creative copywriter to have at least a year's worth of experience in writing for an online platform, such as a blog or website editor. They wouldn't expect you to have a degree or any formal qualification, but GCSEs in English are essential.

Personal attributes that they are looking for are: Excellent written English with impeccable spelling and grammar, a genuine passion for creative writing, the ability to create compelling copy in a timely manner to meet deadlines, excellent proofreading skills, good research skills, teamworking and experience of social media.

Digital reporter

A digital reporter is very similar to a creative copywriter as they are both based around writing content for online platforms. However, a digital reporter specialises in reporting about things that are happening in the news. These types of people will report on special events or things that are happening around the world. They will need to be available to travel and enjoy the world of something that is ever changing. People will need to be confident in working with lots of information and working out what is true and what is false.

Again, there are no formal qualifications needed, but many companies ask their candidates to have a thorough knowledge of the IPSO Code of Conduct, media law and ethical considerations. This means people need to have experience of working on a newspaper or other area where these things will be present. I also notice that to apply for the role you have to send CV and breakdowns of contributions to storyboards. This means that I would need to include an electronic CV within my product to really show off what I have done and how I have progressed.

Personal attributes that they are looking for are: Excellent written English with impeccable spelling and grammar, a genuine passion for creative writing, the ability to create compelling copy in a timely manner to meet deadlines, excellent proofreading skills, good research skills, teamworking and experience of social media.

Media content editor

A media content editor is someone who creates and edits the content that goes into a range of different products. They are people who can make animations, banners and other graphical features of a website. They are creative people who have a wide range of skills and can work as part of a larger team of organisers.

Most employers ask for a degree in a media related course, such as Media Studies or Creative Media Editorial degrees. The ask for people to have a portfolio of evidence to show what they have created and for their specific audiences. Many employers want their people to know exactly what they need and why they need it. One recurring theme in all of these job adverts is that they would like people who have lots of enthusiasm and understanding of the latest trends and technologies. This shows the dedication of the applicant in all of the things technology and the industry they are working within.

The personal attributes that they are looking for are: Understanding of HTML and Video specifications. They ask for excellent verbal communication skills due to the amount of collaborative work with other people. They ask that people are team players and have good technical understandings.

Audience and Purpose

To meet the brief for Task 1 I have chosen to use a digital portfolio to showcase my work and all of the skills that I have developed over the course of the last 5 months. I have chosen to use a digital portfolio because I believe that it will be the best suited to the audience and it will allow me to show off all of the documents that I have produced whilst also adding in commentary to explain them and how I felt about each of the units of work. A digital portfolio is also something that is asked for by many jobs that I have researched, so I want to have something that I can really show off to lots of people and make them very impressed with my work and everything that I have done.

The audience of my product is going to be professional people who work within the Marketing department. This is because the digital portfolio is going to be used as part of an interview process and needs to be something that is professional in the way that it works. The product needs to appeal to both genders, because the department and people who interview me might be of both genders and it's important to consider these areas well. They will also be interested in learning as much as they can about me and want to find out if I am the right type of person for the job. The purpose of the product is to try and get a job in the marketing department after my 6 month's probation. It is also to showcase all of my work and who I am as a person.

LO2: Present an Interactive Media Product and Promote their skills

Please refer to my digital portfolio product.

LO3: Review the presentation and promotion of their interactive media product

My digital portfolio has been created using Adobe Dreamweaver. I have made each of the webpages using the design view and then I added in some formatting using the code view to edit the HTML code of the website. I have used a range of formatting to make the layout of my pages work and also used CSS to get the colours and images into the correct places within my website. I used some online resources to help me make my navigation bar and also make sure that they changed when the mouse rolls over them. I have worked hard to add in detailed descriptions of all of the documents that are within my coursework and I have also worked hard to describe myself and the key stills that make up me as a person. I have tried to add in a range of techniques and image editing software to make the product as interesting as possible. I asked some of my peers to explain what they think about my product and they said that they think the overall style of the product is good and simple. They found it very easy to use and said that they were interested in finding out more about me.

Overall, I think that my digital portfolio meets the audience of young professionals because of the colour scheme that I have used. I have chosen to use blue, black and white as part of my colour scheme because they are quite neutral colours and they are something that will make the product look quite professional. I have tried to make the text easy to read and simple to follow, by using Arial as my typeface. Having text that is easy to read is very important and if I don't get this information correct then people are likely to get bored reading my product. I do think that Arial is quite a boring typeface though. I really wish that I had used something more interesting such as serif or Myriad Pro. I think this may have shown off some more of my skills because it would show that I can enhance the typeface that I am using within my website. It would also make it easier to add this code into my internal CSS files because then I wouldn't have to change the typeface on every single page, but just onto one of them.

Another way that I think my website meets the audience is because I have included detailed descriptions of every piece of work that I have completed. I have added in these detailed descriptions because I helps to make it very clear why I have developed these documents and what they show. It will really show the audience extra information about me and will show off my written communication skills. I think that I could have enhanced the product by adding in some voice recordings of me explaining my evidence. I think that this would really help to explain my ideas and justify what I have chosen to include and why. This would also help to make the website much more accessible for people. This is important because I want my website to be as accessible for the audience as possible. Also adding in this extra functionality will help to enhance my product and help me to showcase more of the skills that I am able to use. This would probably help me to get a final job with the school. I

could record the explanations using my iPad and then I could upload this work into my digital portfolio and make sure that this is something that is shared with my audience.

Another way that my product meets the audience is because I have tried to include limited images and make sure that the text that is included in the product is much easier to understand and include all of the relevant information that I needed. I have only included an image of myself on the homepage and a little logo in the top left-hand corner to act a button to the homepage. This button appears on every single page and is part of my house style and homepages. I have also included an animation on two of my pages to try and make my product really interesting and appealing to the audience. I have tried to include the video that I made within my digital portfolio, but I have made it a download link rather than something that plays on my website. If I were given more time, I would add the video to my digital portfolio so that it plays on my homepage and the interactive media

product. I could do this by adding in some simple JavaScript to my website that would allow me to use the play method when dealing with videos. This would be quite an important improvement to make to my website as it would really make it more interactive and interesting to view.

I think that my digital portfolio meets the purpose showcasing all of the work that I have done and the skills I have developed because of the amount of detail and documents that I have included. I have included links to every piece of work that I completed, along with a brief description of them. I think that this will really help to highlight everything that I have done and will make it informative for the digital marketing director to view. I think that this will help to show them that I know what evidence I have produced and the reasons why I have produced it. I have created a skill page that explains some of the key personal skills that I have developed over the course of the last 5 months and I am confident that I have really shown them what I am capable of. I think that the audience would be impressed with what they see and how much I have grown as a person. I think that my final product is quite close to what I had imagined, and I am happy with its success overall.

An improvement I would make to my product to make sure that it meets the audience and purpose better is to include a show reel on the homepage that I could use to introduce myself and show off what's important to me. I would make the video by filming me at work and in school and also interviewing some of my teachers to show what they think are important. I would also interview myself and allow me to explain my ideas better and show off what I am capable of. The video could be filmed on my iPad and then editing using iMovie. I could some of my peers to help me film this and then they would also be able to give their opinion on whether they think it's appropriate for the product or not.

Overall, I am very happy with my final product and think that it does meet the audience and purpose well. I asked my teacher to review my digital portfolio and then asked her whether she would offer me a job based on my evidence. She said that she would offer me a job and

said that she was impressed with the level of detail I have included in my product. She did say that she felt there was a little too much text in the product and that I should include some more images to increase the balance on my portfolio. But she said that this is only a minor improvement that it was an impressive portfolio that I have made. I feel that there are a few improvements that I would make to the product and I have listed them below in the order that I would complete them:

Importance	Improvement	Justification
1	I will add in some more relevant images to my Unit 1, Unit 2, Unit 3, Unit 4 and My Skills pages	I feel that this is quite an important improvement to make to my portfolio because it is something that is needed to make sure that the balance on images and text is suitable for the audience and purpose. I would do this by finding some additional assets using the internet or creating them myself using Fireworks or taking them using a camera. I would then edit these assets to enhance them and look for suitable areas to include them in my digital portfolio. I wouldn't include the images unnecessarily, but I would include them on the pages listed.
2	I would make sure that my video tour of the school works properly on the pages and that it could be played within the website	I think that this is quite an important improvement to make as it would showcase some additional skills that I have within HTML and CSS. It would allow me to showcase my JavaScript skills and make sure that I have an understanding of how it all works. I think that making sure the video works would also show the audience that I am able to fix any problems and get it working as expected. I could make this improvement by using this link to help me add in a working video using JavaScript: https://www.w3schools.com/tags/av_met_play.asp
3	I would make a show reel to be displayed on my homepage that allows me to introduce the portfolio	I think that this is also quite an important improvement to make because it would show off my video production skills to the audience and it would also make the product more interactive and interesting to view. This would give a better impression to the audience. I would make the video by filming me at work and in school and also interviewing some of my teachers to show what they think are important. I would also interview myself and allow me to explain my ideas better and show off what I am capable of. The video could be filmed on my iPad and then editing using iMovie. I could some of my peers to help me film this and then they would also be able to give their opinion on whether they think it's appropriate for the product or not.
4	I would change the typeface that I use within the product	This is an improvement that I would like to make to my product, but I don't feel that it is an essential improvement to be made because it is not something that will impact the overall functionality of my website. I would change the typeface within my CSS file and make the font something more interesting, but still quite easy to read.

5	I would add verbal explanations to some of the evidence within the Unit 1, Unit 2, Unit 3 and Unit 4 pages of my product.	This is again another improvement that I would like to make to my product, but I don't feel that it is an essential improvement to be made because it is not something that will impact the overall functionality of my website. It is something that would enhance it, but it is not something that is crucial to get it working. I would record myself talking within audacity and then export it as .mp3 file and add it into my product using JavaScript to get the audio files to play when the button is clicked on each page.

Unit 04 - Assessor Feedback to Learner

Learner Name	Learner 1	Qualification Name	NCFE Level 2 Award in Interactive Media
Assessor Name	Miss Read	Qualification Number	603/0852/7

Please state the grade the learner has achieved
Grade: Level 2 Distinction

Feedback from Assessor to Learner
LO1 – You have explored a wide range of different methods of presenting your work and outlined how they might be used. You have outlined how these areas link together and explained how you will need to consider certain aspects in your own presentation method.   LO2 – You have created a very effective digital portfolio to show your work for each of the units of your internal assessment. You have used a range of skills and present your evidence. You have used a range of techniques to present your work and highlighted the key areas of HTML and CSS that you have used to edit the on-screen appearance of your product. You have combined technical, communication, equipment, materials and processes well to create an effective portfolio.   LO3 – You have produced a detailed review that describes a range of strengths and weaknesses of the portfolio that you have produced. You have used self-reflection and some peer and teacher feedback to help you draw these conclusions. You have provided a description of the overall outcome of your product and highlighted the levels of importance of each of the improvements that you would like to make.

Comments from Learner
XXX

Any further actions? (Please initial and date once actions have been completed)
XXX

Learner Signature	Miss Read	Date	XXX
Assessor Signature	Learner	Date	XXX

Marking Guide

/\ word missing   **sp** spelling   **p** punctuation   **gr** grammar

ex poor expression   **T** wrong tense   **?** meaning unclear

Cp capital letter   **//** new paragraph   **!** not sure what this is—incoherent

External Quality Assurer Commentary

Overall grade awarded – Level 2 Distinction

Unit Grades

Unit 01 – Level 2 Distinction
Unit 02 – Level 2 Distinction
Unit 03 – Level 2 Distinction
Unit 04 – Level 2 Distinction

Justification for the awarded grade:
For LO1, the learner has produced a range of evidence to describe a range of features that could be used in the development of an interactive media product. They have also produced a document that describes some of the main processes and techniques that are also used in the development of an interactive media product. The learner has also produced some descriptions of the sources of information that can be used in creating an interactive media product and provided clear steps to explain how they might be used. The learner has also described the audience and purpose of their own interactive media product. They have also described a range of health and safety issues that are involved in the use of computers and the development of interactive media products. For LO2, the learner has experimented with a range of different image editing software, colour schemes, solutions, font styles, navigation bar designs and hardware for their own product. For LO3, the learner has then created a review to describe what they have done and a range of strengths and weaknesses of each stage of the development.

Overall, the evidence of exploration of the aspects involved in the creation of an interactive media product is detailed and the learner has drawn clear conclusions about what links the areas together. Although here is some vague description of links between techniques and processes, there are clear links between each of the techniques and how they come together to make a final product. The learner has provided a wide range of evidence of how their experimentation has helped them to develop their ideas and plans. There are clear and consistent links back to the brief that show this has been considered at all times. The review produced by the learner details and explains a range of strengths and weaknesses in their experimentation. There is also a clear indication of whether their final design was a success or not.

Unit 2:
For LO1, the learner has conducted research into what makes a proposal document. The learner has conducted research into the different technical aspects that might be involved in the proposal document and any features that are included in the final product. They have explained these areas in detail and linked them back to the original client brief. For LO2 and LO3, the leaner has created a detailed proposal for their own interactive media product. They have explored existing products and considered the different audience and purpose of each. They have explained the key points of each product and how they will come together. There is also some consideration of the tools and techniques that the learner will use, along with a detailed description of the house style and chosen platform. The learner has provided some detailed page designs and annotations to show the overall layout of their product. The learner has produced a project plan, navigation chart and navigation bar designs and colour schemes and typography experimentation. The learner has shown clear page plans for their own product. For LO4, the learner has then created a review to describe what they have done and some strengths and weaknesses of each stage they have gone through.

Overall within the exploration and production of a proposal document, the learner has identified and described what is required. There is a clear and detailed description of the key areas and how they all link together. The learner has attempted to fully justify their choices and give reasons for their decisions.

The learner has also used technical terms and skills consistently in their write-up. There are clear links to the original design brief as well. The exploration of images and videos uses a range of technical terms and addresses the features of each type of image and video. Within the evidence for LO2 and LO3 the learner has described problems they may encounter during the development of their product and planning documents. They have clearly explained how they have built contingency plans into their project log. The planning documents produced by the learner show some clear and consistent use of technical skills in meeting the brief. There are clear methods of addressing problems that arise. The review produced by the learner details and explains a range of strengths and weaknesses in their experimentation. There is also a clear indication of whether their final design was a success or not.

Unit 3:

The learner has produced evidence to show how their images were manipulated and described the tools and software used to do this. The learner has created a lesson tacker to outline the process they followed to create their final product and also explained the tools they have used. The learner has also provided evidence of their folder structure and advanced testing of their product. There is also a written review to outline a range of improvements that could be made to the final product along with how it meets the audience and purpose.

The evidence produced by the learner shows a wide range of technical skill and technical terminology when using different software packages, such as Photoshop and Mediator. They have provided a range of examples and detailed descriptions of the key technical areas. Within the lesson tracker the learner has addressed a series of simple problems that occurred and explained how they addressed and solved them. The learner has successfully met all areas of the original brief and all areas of their final product fully work as expected. Within the lesson tracker the learner has also described how they have combined their technical skills together to make the final product. The learner has produced a detailed evaluation that explains how their final product meets the original audience and purpose. There is also a clear explanation of some advanced improvements that could be made to their product.

Unit 4:

For LO1, the learner has provided research into a range of presentation methods and outlined the use of each. The learner has described methods of presenting their skills and also presenting their final multimedia product. The learner has also conducted research in a range of jobs and the skills that are needed in each. The learner has described their chosen presentation method and suggested some specific presentation methods that would match a range of scenarios. For LO2, the learner has produced a detailed and imaginative digital portfolio that provides links to all of the evidence produced for the remaining units of internal assessments. They have linked all of the pages and included download content for each unit completed. They have used HTML and CSS to control the overall appearance of their website and include some advanced features of the product such as rollover images and animations. For LO3, the learner has completed a detailed review of their digital portfolio outlining a range of strengths and weaknesses of each stage of development they went through.

The evidence produced by the learner for LO1 is detailed and makes clear conclusions about how they will produce their own presentation product. The learner has conducted research into different job titles and provided links between their research and their own brief and the product they will be making. Although there is a poor layout to their evidence in some places the links between their research have been highlighted within the job research. The learner has also explored range of scenarios in the interactive media industry and has explained their choice of presentation methods, showing clear consideration of the audience and purpose of each. The learner has drawn clear conclusions from their research in order to justify their choices. The portfolio produced by the learner shows a wide range of technical skills, and there is clear evidence to show how different equipment and materials have been combined together to produce their final product. The leaner has shown great consideration of the audience and purpose when making their product and including their key evidence and skills description.

The learner would need to develop their evidence to show this in more detail to increase their grade. The review produced by the learner explains a wide range of strengths and weaknesses of their digital portfolio. There is reference to the overall impact of their product and they have created a table to show consideration of the importance of the improvements they wish to make.