



Knowledge Organiser: Yr 10 Creative iMedia; *Creating Interactive Multimedia Products*

1 Audience and Requirements

You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions will help you better understand the people you are designing for and helps ensure your design is suitable for them.

Your client is the person you will be working for. They will tell you what to plan, design or create for them. This will be in your Scenario. The client will set out requirements that they want you to follow when you plan the project - eg: Purpose, Theme, Style, Genre, Content, Sizes.



2 Planning

You will need to create a work plan which lists all of the tasks involved in the whole project. You then need to estimate how long each task will take and plan when you might do this. Build in some contingency time in case things go wrong! Add this to the plan.

3 Graphic Formats

These include tiff, jpg, png, bmp, gif, pdf, etc. You will need to find out the different uses and properties of these different file formats and be able to describe why different formats are suitable for different situations.

5 Where are IMPs used?

Examples of where IMPs are used include websites, information kiosks, mobile phone applications, E-learning products.

7 PowerPoint Skills

To complete your multimedia product you may need some of the following skills:

- Embed a video from YouTube
- Add SmartArt
- Add or record audio to add to a slide
- Insert a screen recording
- Create and use a master slide
- Add a link to a website URL
- Add a link to another slide in the PowerPoint presentation
- Add a link to a shape so that it acts like a button
- Add animation to a slide
- Add an animation trigger

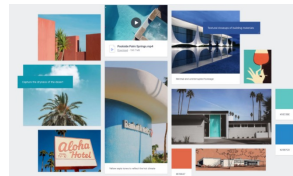
4 Purposes of IMPs

IMPs are used for a wide range of purposes, including to entertain, to inform, to advertise, to promote or to educate.

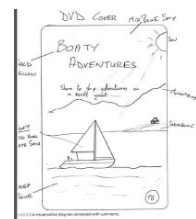
6 Design Techniques

When designing your multimedia product you might use:

- Mood boards – one slide in PowerPoint which collects together a range of graphics to show the styles, colours, textures and fonts you might use in your final design.



- Visualisation diagram – a sketch or electronic document which shows a rough/plan version of what you will produce. It should show an idea of the layout, sizes of various parts of the graphic/text, the content you will use and possibly be annotated to explain the colours and reasons for including various elements.



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