

What is an IDMP?

Interactive **D**igital **M**ultimedia **P**roducts are a big deal

They are:

- digital
- multimedia
- interactive

These can be on computers, on apps or in all sorts of other places

What is an IDMP?

Digital: made on, stored on and/or used by computers

What is an IDMP?

Multimedia: uses more than one type of media

So, not just text

By “**media**” we mean a way of presenting information – so text and pictures are both examples of media, as are video or audio

We **don't** mean social media websites or apps

What is an IDMP?

Multimedia: uses more than one type of media

Can include:

- text
- still images
- video
- sound
- animation

What is an IDMP?

Interactive: the person using the product is in control

There has to be more than one route through the product - it has to be **non-linear**

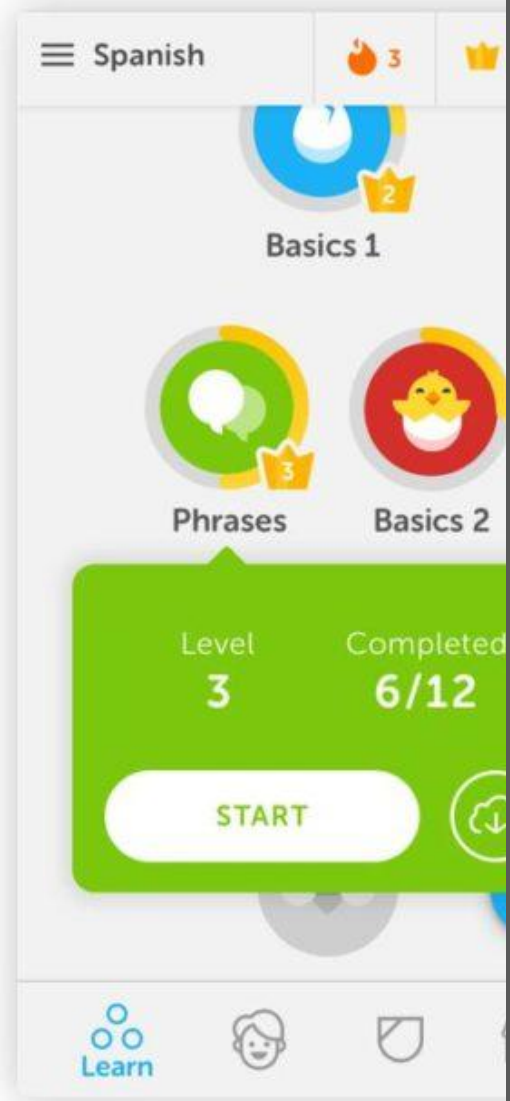
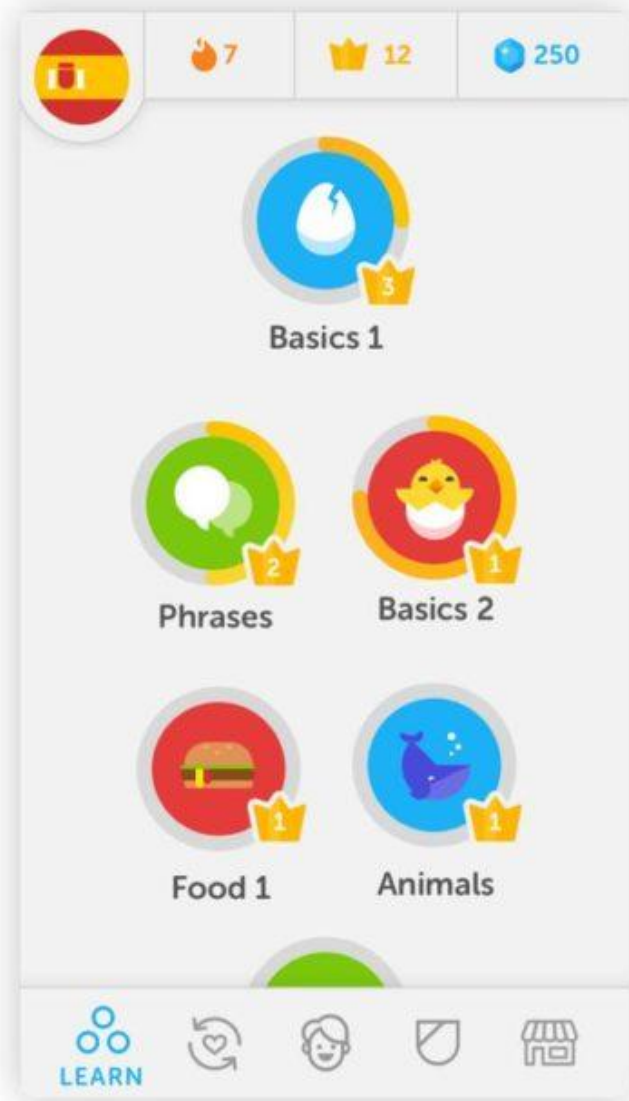
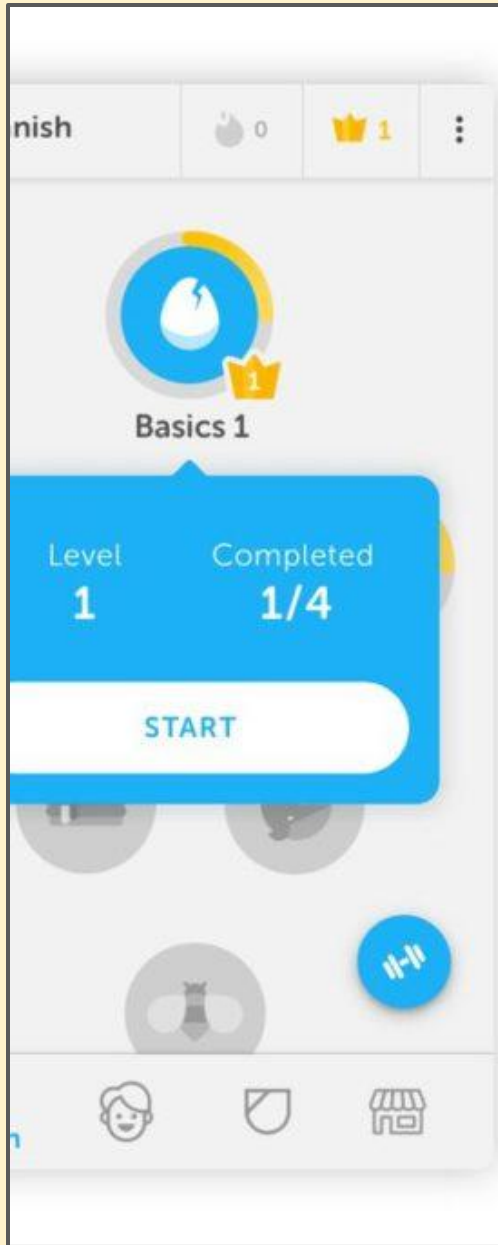
The **user** has to be able to make choices to create their own route through. They might be able to go back to the start. It can't just go in the same order each time

What is an IDMP?

Interactive Digital Multimedia products are used for all sorts of things...

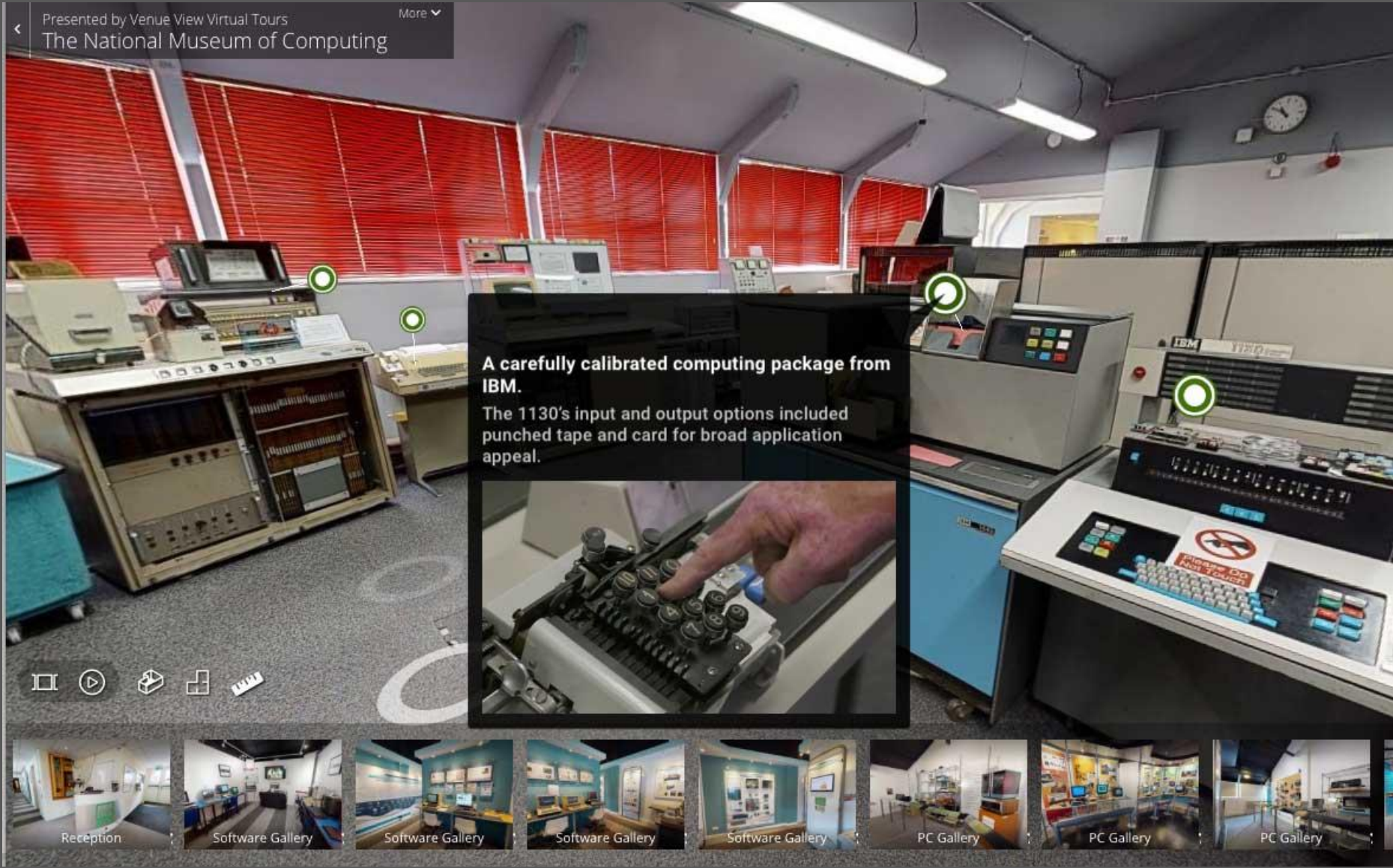














What is an IDMP?

In each case, the user has the choice of route through the product

Interactive: user decides their own route

Digital: made on, stored on and/or used by computers

Multimedia: more than one media

Product: a “thing” that does a particular job – an app, website, or other product