

# Interactive Digital Multimedia

## Client brief:

You have been approached by the town council to **plan, design and create** an Interactive Digital Multimedia Product (IDMP) to welcome people to your town

The IDMP will be placed in buildings such as the railway station, town hall, post office etc...

You will need to make a video product for use on one of the pages

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A set of **wireframe layouts** have been provided for most of the pages of the IDMP, but you can choose what content to feature

The town council wants to make sure that people know some of the basic information about the town

Users will use touch screen devices to access the IDMP

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The **IDMP** must:

- be made using **PowerPoint**
- allow users to navigate using **only** buttons
- keep to the **wireframe layouts** provided
- include the **five pages** specified
- be suitable for use in public buildings
- be attractive and easy to use
- **not** use any built-in design templates
- have a **consistent** design (e.g. colours, text)

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The **video** must:

- be storyboarded before you create it
- be between 30 and 75 seconds long
- include at least two pieces of moving video
- include at least two high-quality still images
- include brief text captions and titles
- use suitable copyright free background music
- be included on the specified slide in the IDMP

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## Key terms:

**Client:** the person or organisation that has asked you to make something

**Product:** the thing you have been asked to make

**Target Audience:** the people who will use the product that you have been asked to make

**IDMP:** Interactive Digital Media Product