

Interactive Multimedia

- Exploring interactive multimedia products

Do now:

1. Do you know what:
 - A **client** is?
 - A **target audience** is?
 - What a **client brief** is for?
2. List as many examples of “**media**” as you can

In a new PowerPoint document

Link back...
Producing creative products

Today...
Exploring what an IDMP is

Look forward...
Creating an IDMP