

Scenario for the assignment

Lifestyle choices

You have been commissioned by a health and leisure club that wants an engaging interactive multimedia product on lifestyle choices covering diet and exercise. The purpose of the multimedia product is to provide information to help people make choices about what they can do to stay fit and healthy.

The multimedia product should have two main pathways with information on:

- diet e.g. healthy foods, nutrition, what to eat and what to minimise
- exercise e.g. types of exercise such as gym sessions, running and team sports.

You can customise your multimedia product for an age group or have a menu to select different age ranges (e.g. teenage, middle age, old age). The age range of the intended target audience and their requirements can be included as part of your planning.

You will need to:

- include a range of appropriate assets including video, audio and images
- create the interactive multimedia product with non-linear navigation
- save it in a suitable format that provides user-driven interactivity to meet the client brief.

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

Important:

- You will need to refer to the marking criteria grid. Your teacher can explain the marking criteria if you need further clarification.
- You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.
- You can use the templates provided in the Creative iMedia specification or create your own. These are the only templates which can be used when completing your assignment.