

Task 2 – Plan the interactive multimedia product

Learning Outcome (LO) 2 is assessed in this task.

Your client and target audience

You need to:

- consider the client requirements based on the brief
- identify the target audience, and what they will want from the interactive multimedia product.

Create a work plan

You need to:

- produce a work plan for the interactive multimedia product
- identify the resources which will be needed to create an interactive multimedia product.

Produce ideas

You need to:

- use appropriate planning techniques to identify the assets needed to create the interactive multimedia product
- create visualisation diagrams, identifying design principles to be used for the interactive multimedia product
- plan the structure and navigation of the interactive multimedia product.

Legal restrictions

The interactive multimedia product will be used in a commercial context.

You need to:

- consider any legal issues and restrictions on the assets used, whether sourced or created.

Present your evidence in an appropriate way.

LO2: Be able to plan the interactive multimedia product		
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
<p>Produces an interpretation from the client brief for an interactive multimedia product which meets few of the client requirements.</p> <p>Produces a limited identification of target audience requirements.</p> <p>Produces a work plan for the creation of the interactive multimedia product which has some capability in producing the intended final product.</p> <p>Draws upon limited skills/knowledge/understanding from other units in the specification.</p>	<p>Produces an interpretation from the client brief for an interactive multimedia product which meets most of the client requirements.</p> <p>Produces a clear identification of target audience requirements.</p> <p>Produces a work plan for the creation of the interactive multimedia product which is mostly capable of producing the intended final product.</p> <p>Draws upon some relevant skills/knowledge/understanding from other units in the specification.</p>	<p>Produces an interpretation from the client brief for an interactive multimedia product which fully meets the client requirements.</p> <p>Produces a clear and detailed identification of target audience requirements.</p> <p>Produces a clear and detailed work plan for the creation of the interactive multimedia product which is fully capable of producing the intended final product.</p> <p>Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.</p>
MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
<p>Uses basic planning techniques to show what the product will look like with limited consideration of design principles. Identifies a limited range of assets and resources to be used as part of these plans, some of which are not appropriate.</p> <p>Produces simple visualisation diagrams for the intended final product.</p> <p>Creates a test plan for the interactive multimedia product which tests some of the functionality.</p> <p>Demonstrates a limited understanding of legislation in relation to the use of assets in interactive multimedia products.</p>	<p>Uses sound planning techniques to show what the product will look like with some consideration of design principles. Identifies a range of assets and resources to be used as part of these plans, which are mostly appropriate.</p> <p>Produces sound visualisation diagrams for the intended final product.</p> <p>Creates a test plan for the interactive multimedia product which tests most of the functionality, identifying expected outcomes.</p> <p>Demonstrates a sound understanding of legislation in relation to the use of assets in interactive multimedia products.</p>	<p>Uses complex planning techniques to show what the product will look like with full consideration of design principles. Identifies a wide range of assets and resources to be used as part of these plans, which are wholly appropriate.</p> <p>Produces clear and detailed visualisation diagrams for the intended final product.</p> <p>Creates a clear and detailed test plan for the interactive multimedia product which fully tests the functionality, listing tests, expected and actual outcomes and identifying re-tests.</p> <p>Demonstrates a thorough understanding of legislation in relation to the use of assets in interactive multimedia products.</p>