

Unit 6: **Developing Multimedia Products**

Unit reference number: Y/601/2166

QCF level: 1

Credit value: 4

Guided learning hours: 40

Unit aim

This unit will enable learners to develop the skills needed to generate ideas for, produce and review a multimedia product.

Unit introduction

The multimedia sector is huge and growing daily. Multimedia means projects that combine different types of mediums, for example, text, graphics, sound, photography, video and interactive elements. The development of new technology and the growth of the internet have generated many opportunities for media professionals in this area. Every day we use a wide range of multimedia products such as presentations, multimedia websites or DVDs in our work or in our play.

Learners will plan and produce a multimedia product. This may involve the use of software and the creative integration of audio and visual material to produce a multimedia product, for example web page, internet/intranet, audiovisual presentations or displays within exhibition or museum design. It could also include sound and vision used in a range of environments, for example project still or moving image and sound at a fashion show.

It is essential that the product is focused on the needs of the user. Design and layout are important but the final product produced for this unit must be easy to use and easy to understand. At this level it is not necessary for the learner to produce a complete final project, only ideas and materials when working towards a multimedia product.

Essential resources

Sufficient resources, work and storage space should be available for learners to explore the range of materials and techniques identified in this unit.

The following types of equipment are appropriate at this level:

- traditional graphic mediums – drawing pens, pencils, etc
- computers and printers
- software for the manipulation of digital images
- image and sound editing
- digital cameras or flatbed scanners.

Learning outcomes, assessment criteria and unit amplification

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning outcomes		Assessment criteria		Unit amplification
1	Be able to generate ideas for multimedia products	1.1	Collect information from different sources to generate ideas for multimedia products	<ul style="list-style-type: none"> <i>Ideas:</i> content; purpose; style; audience; considering what the messages are or information that needs to be communicated; who it is for; notes and group discussion, thoughtshower, development exercises such as sketches, flowcharts, storyboards, ideas worksheets <i>Sources:</i> e.g. website design, CD ROM or other multimedia presentations, sources used by media designers; professional practice, e.g. multimedia designers in advertising mediums, e.g. television, internet websites, CD ROM, presentations
		2	Be able to produce a multimedia product	<ul style="list-style-type: none"> <i>Materials, techniques and processes:</i> selecting appropriate materials, e.g. aesthetic qualities, fitness for purpose, alternative options, properties, characteristics, effects, limitations and creative potential; understanding why some materials and techniques are more suitable than others <i>Planning:</i> selecting final idea; making appropriate developments; selecting final design; choosing appropriate processes and techniques; checking design against the intended product; meeting deadlines, identifying and selecting appropriate multimedia equipment and processes, identifying limitations, e.g. resources, time, budget, deadlines <i>Recording:</i> production log <i>Health and safety:</i> importance of health and safety, e.g. work safely with electrical equipment and computers <i>Gather resources:</i> identifying and gathering a range of material for content
2	Be able to produce a multimedia product	2.1	Identify the purpose of the multimedia product	
		2.2	Plan the production of a multimedia product	
2	Be able to produce a multimedia product	2.3	Follow health and safety requirements	
		2.4	Present the multimedia product which meets the identified purpose.	

Learning outcomes	Assessment criteria		Unit amplification
			<ul style="list-style-type: none"> • <i>Combining materials into multimedia production</i>: deciding on a final format; exploring combining different mediums; inputting from different mediums, e.g. video, audio, scanning and digital photography; sequences or linking frames <i>Presenting product</i>: e.g. explaining purpose of product, how it was produced
3 Be able to review own work	3.1	Collect feedback on work from different sources	<ul style="list-style-type: none"> • <i>Collecting feedback</i>: asking questions; listening to others; feedback from others, e.g. peers
	3.2	Review aspects that went well	<ul style="list-style-type: none"> • <i>Format of review</i>: e.g. verbal, presentation, discussion, audio, audio-visual, written annotations
	3.3	Review aspects that could be improved	<ul style="list-style-type: none"> • <i>Performance</i>: aspects, e.g. own work, time management, fitness for purpose of process and product; what was achieved; how it was achieved; how it could be improved

Information for tutors

Delivery

This unit has been designed to give learners an opportunity to gain a basic understanding of how to plan and produce a multimedia product. The unit is also designed to allow the learner to work to a carefully structured, simple brief to encourage the development of research techniques, ideas generating and development skills appropriate to a given theme.

The use of a range of media sources will be used as a context for developing the learner's understanding of:

- multimedia techniques and processes
- multimedia visual language communication skills
- using sources to generate ideas for multimedia project briefs.

Learners will be encouraged to use the work of professional practitioners to inform and inspire their own work. Briefs should include information on requirements, limitations, and deadlines.

Learners need to be able to develop appropriate ideas and choose and use suitable multimedia techniques, assets, equipment and materials appropriate to their intended product. They will need to assemble these into a multimedia product.

There is no requirement at this level for learners to use complex multimedia authoring software; documents can be assembled in more familiar programmes such as PowerPoint. Multimedia is a complex area and it is not considered necessary that the learner produces a final product but materials in preparation for the outcome.

Ideas can be generated through traditional graphic methods such as sketches, thumbnails, storyboards, diagrams, flowcharts, ideas worksheets, as well as digitally through inputting, scanning, manipulating and refining images and text. Learners must be encouraged to investigate professional practice in multimedia design.

Learners must keep a research file on a range of design work with a focus on reviewing a chosen product and the resources the designer used to undertake their work.

Learners will also need to comment on the progress of their development and make evaluations of their final work.

Outline learning plan

The outline learning plan has been included in this unit as guidance.

Topic and suggested assignments/activities
Introduction to unit and programme of learning. Tutor-led delivery – what is multimedia – its definition, use and purpose. Learner investigation into professional work – guest speaker or visit to suitable environment. Learner to prepare questions. Presentation of findings. (learning outcome 1)
Practical workshops and mini-tasks – gathering resources and assembling multimedia documents. Introduction to assignment – for example CD/DVD multimedia content for a local band. Assignment work – generating different visual ideas. One-to-one discussion with tutor to discuss ideas generated and choose an idea to develop. (learning outcome 2) Assignment work – planning and gathering resources including log of work achieved. Assignment work – assembling the project including log of work achieved. Presenting the product to the group. (learning outcome 2)
One-to-one discussion with the tutor to receive feedback and comment on own work. (learning outcome 3)

Assessment

For assessment criterion 1.1, learners should have evidence that they have used different sources to generate at least two of the ideas for multimedia designs. This criterion can be assessed through discussion, and through a portfolio of information collected, for example web page printouts, fliers and confirmed through discussion with the teacher.

To achieve assessment criteria 2.1 and 2.2, learners must prepare a plan showing the purpose of the product, the final design, the processes and techniques to be used and limitations such as resources available, time and budget and the materials and resources used. Learners must be observed following health and safety requirements to achieve assessment criterion 2.3. To meet assessment criterion 2.4, learners must present the product to an audience; the product must meet the purpose agreed for assessment criterion 2.1.

For criterion 3.1, learners must produce evidence of their reflections on their own work. This could be written task sheets or a blog with annotated screen grabs of their work. The learner will consider the views of others – this could be achieved through a group critique. To achieve assessment criteria 3.2 and 3.3, the learner should consider two aspects that went well and at least one aspect that could be improved. Observation records and witness statements must be retained for verification purposes.

Suggested resources

Books

Barron A E and Ivers K – Multimedia Projects in Education: Designing, Producing and Assessing (Libraries Unlimited Inc, 2010) ISBN 978-1598845341

Chapman N and J – Digital Multimedia (John Wiley and Sons Limited, 2009)
ISBN 978-0470512166

Kindem G and Musburger R – Introduction to Media Production (Focal Press, 2009)
ISBN 978-0240810829

Vaughan T – Multimedia: Making it Work, Seventh Edition (McGraw-Hill, 2007)
ISBN 978-0072264517

Website

www.theory.org.uk/student-tips.htm Theory.org.uk – Website offering online resources and links for media students