AIMS OF THE SCHEME

The media industry is vast, covering both traditional and new media sectors and providing work for individual freelance creatives as well as large teams in design houses and multinational companies. Job roles frequently overlap multiple sectors, and products often need to be suitable for more than one kind of output. However, there are common aspects to all media products. Pre-production and planning are vital; saving clients time and money and enabling creatives and designers to charge appropriately for their services. Products also make use of similar media codes to convey meaning, create impact and engage audiences.

In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.

Throughout all of these lessons there is a focus on student lead learning so you may find there are a lot of activities which ask students to research various areas and present back to the class it is a good idea to warn the students that this is the approach for the scheme of work so they get used to sharing their practice with their peers.

SCHEME OF WORK

LESSON	LESSON OVERVIEW	OUTCOMES	ACTIVITIES
1.1 Media Industry sectors and products			
1	Sectors of the media industry Traditional media ▪ film ▪ television ▪ radio ▪ print publishing	Know the different sectors that form the media industry and how these are evolving	Time Lines Note Taking Video Watching Suggestion Discussions Mood board

Scheme of Work

2	New media ▪ computer games ▪ interactive media ▪ internet ▪ digital publishing	Know the different sectors that form the media industry and how these are evolving	Spider Diagrams 3-4 Page Presentation Playing an online game Discussions
3	Products in the media industry □ Video □ Audio □ Music	Know the types of products produced by, and used in, different sectors	Video Watching Presentation Discussion Script Writing Recording Script Hypothesis
4	□ Animation □ Special effects (SFX, VFX) □ Digital imaging and graphics	Know the types of products produced by, and used in, different sectors	Video Watching Connectivity Diagram Group Investigation Logging
5	□ Social media platforms/apps □ Digital games □ Comics and graphic novels	Know the types of products produced by, and used in, different sectors	Spider Diagram Time Line Discussion and Research Mood board
6	□ Websites □ Multimedia □ eBooks □ AR/VR	Know the types of products produced by, and used in, different sectors	Doctor Who Case Study Discussion
1.2 Job Roles in the Media Industry			
7	Creative ▪ animator	Know the main responsibilities of each role in the creation of media products	Top Trump Cards Discussions Research

	▪ content creator ▪ copy writer ▪ graphic designer ▪ illustrator/graphic artist ▪ photographer ▪ script writer ▪ web designer	Know that some job roles are specific to pre- production, production or post-production phases Know that some job roles span multiple production phases Why the size and scale of projects/productions means that individuals may perform more than one role	
8	Technical ▪ camera operator ▪ games programmer/developer ▪ sound editor ▪ audio technician ▪ video editor ▪ web developer	Know the main responsibilities of each role in the creation of media products Know that some job roles are specific to pre- production, production or post-production phases Know that some job roles span multiple production phases Why the size and scale of projects/productions means that individuals may perform more than one role	Top Trump Cards Discussions Research
9	Senior roles ▪ campaign manager ▪ creative director ▪ director ▪ editor ▪ production manager	Know the main responsibilities of each role in the creation of media products Know that some job roles are specific to pre- production, production or post-production phases	Top Trump Cards Discussions Research

		Know that some job roles span multiple production phases Why the size and scale of projects/productions means that individuals may perform more than one role	
2.1 How style, content and layout are linked to the purpose			
10	Purpose ▪ advertise/promote ▪ educate ▪ entertain ▪ inform ▪ influence Style, content and layout ▪ colour ▪ conventions of genre ▪ formal/informal language ▪ positioning of elements ▪ style of audio representation ▪ style of visual representation ▪ tone of language	Know the different purposes of media products How style, content and layout are adapted to meet each purpose	Mind Map Watch Videos Group Analysis Asking Questions Stretch and Challenge extra Identification written task
2.2 Client requirements and how they are defined			
11	Client requirements ▪ type of product ▪ purpose ▪ audience ▪ client ethos	How to recognise keywords and information in client briefs Know the requirements in client briefs that inform planning	Brainstorming Identifying Task Writing a client brief Research task

	▪ content ▪ genre ▪ style ▪ theme ▪ timescales Client brief formats ▪ commission ▪ formal ▪ informal ▪ meeting/discussion ▪ negotiated ▪ written	Why requirements in client briefs can constrain planning and production How to interpret requirements in client briefs to generate ideas and plan Know the different ways that client briefs are communicated	Turning your brief into a certain type of brief Formalising Documents task Discussions
2.3 Audience demographics and segmentation			
12	Categories of audience segmentation □ Age □ Gender □ Occupation □ Income □ Education □ Location □ Interests □ Lifestyle	Know the different categories of audience segmentation Know examples of the way audiences are grouped for each segmentation type The reasons for, and benefits of, audience segmentation How audience characteristics influence the design and production of media products	Mind Map Identify task Writing an audience profile Discussion (Gender) Segmentation Exercise Product Analysis Exercise Group Task

2.4 Research methods, sources and types of data

13	Primary research methods ▪ focus groups ▪ interviews ▪ online surveys ▪ questionnaires Secondary research sources ▪ books and journals ▪ internet sites/research ▪ magazines and newspapers ▪ television Research data ▪ qualitative information ▪ quantitative information	The reasons for, and benefits of, conducting research The advantages and disadvantages of primary and secondary research and data How research is carried out using different methods and/or sources The advantages and disadvantages of each primary research method and second research source The differences between qualitative and quantitative data/information	Definitions of research methods Discussion on the value of focus groups (by having this discussion they will be doing one!) Identify methods of research Discussion Research challenge in Teams Ask Questions

2.5 Media codes used to convey meaning, create impact and/or engage audiences

14	Media codes □ Technical □ Symbolic □ Written Audio ▪ dialogue ▪ music genre ▪ silence	Know the different technical, symbolic and written codes used to convey meaning, create impact and/ or engage audiences	Camera shots exercise Note Taking Diegetic battle at sea exercise Lots of interactive audio elements here built into lesson Exploring Lighting James Bond 'No Time to Die' exercise – take time for this.

	▪ sound effects ▪ vocal intonation Camera techniques ▪ angles ▪ shots ▪ movement Lighting ▪ intensity/levels ▪ position		
15	Media codes □ Technical □ Symbolic □ Written Mise-en-scene Movement Transitions Typography ▪ emphasis ▪ font size ▪ font types	How codes are used to convey meaning, create impact and/or engage audiences How the codes used relate to audience, purpose and context How the combination of content and codes work together to convey meaning, create impact and engagement	Media codes analysis exercise Media codes models Discussion on TV Drama Analysis individually of a music video, it's important NOT to show the students beyond 2mins 52 seconds so they can analyse what they see, then show the second half to show how media codes can subvert the audiences expectations
3.1 Work planning			
16	Components of workplans ▪ phases o pre-production o production o post-production ▪ tasks ▪ activities	The purpose of work planning Know the components of workplans The role of workplan components in work planning The advantages of using workplans	Media Production Pack included in the resource pack Identification task Investigation task Brainstorm task Discussion GANTT Chart Creation

	▪ workflow ▪ timescales ▪ milestones ▪ contingencies ▪ resources o hardware o people o software	How workplans are used to manage time, tasks, activities and resources for individuals and large teams	

3.2 Documents used to support ideas generation

17	Mind map ▪ digital ▪ hand drawn Mood board ▪ digital ▪ physical	Know the purpose of each document Know the components and conventions of each document Know the hardware and software used to create each document Know the users of each document When each document is appropriate for use What makes each document effective How to improve the effectiveness of documents for users in given contexts	Identification task Components & conventions task Pair Task Investigation task Creating a list task Research task Discussion and note taking task Team Task

3.3 Documents used to design and plan media products

18	□ Asset log □ Flow chart □ Script □ Storyboard □ Visualisation diagram □ Wireframe layout	Know the purpose of each document Know the components and conventions of each document Know the hardware and software used to create each document Know the users of each document When each document is appropriate for use What makes each document effective How to improve the effectiveness of documents for users in given contexts	Digital Mood board creation Discussion on who would use an asset log in the media industry Model of a flow chart Script Analysis task Conventions of a storyboard task Uses of a Visualisation Diagram exercise Wireframe identification and research exercise.
3.4 The legal issues that affect media			
19	3.4.1 Legal considerations to protect individuals Privacy and permissions ▪ rights for recording images/taking photographs in public places ▪ permissions for recording images/taking photographs on private property ▪ permissions for publishing and commercial use of images and photographs taken ▪ harassment and invasion of privacy	The purpose of, and reasons for, each legal consideration What is required of media producers to comply with each legal consideration The impact on individuals and media producers of media producers using and publishing inaccurate personal information	Guilty or not guilty discussion task Team research activity in which they look at privacy and permissions, and people's rights Additional research task Challening discussion on the Royal family Watching videos

	Defamation ▪ libel ▪ slander Data protection ▪ rights of data subjects in the collection, use and storage of personal data		Data protection breach visual exercise Impacts exercise in teams Discussions
20	3.4.2 Intellectual property rights Protecting intellectual property (IP) ▪ copyright ▪ ideas ▪ patents ▪ trademarks Using copyrighted materials ▪ creative common licence(s) ▪ fair dealing ▪ permissions, fees and licences ▪ watermarks and symbols	Know what is meant by intellectual property The purpose of, and reasons for, legislation to protect intellectual property What is required of media producers to respect intellectual property rights How and when intellectual property can be protected The implications for media producers of using copyrighted materials without permission	Discussion on different types of logos and intellectual property Discussion on copyright Investigation task on patterns and trademarks Stretch challenge if someone wanted to use your product idea in a new TV show what would you want them to sign? Investigation creative Commons license
21	3.4.3 Regulation, certification, and classification Organisations responsible for regulation ▪ ASA (Advertising Standards Authority) ▪ Ofcom (The Office of Communications) Classification systems and certifications ▪ BBFC (British Board of Film Classification) certifications ▪ PEGI (Pan European Game Information) certifications	Know the types of products covered by regulation, certification and classification The purpose of, and reasons for regulation, certification and classification Know the roles of regulatory bodies and areas of responsibility	Identification task for BBFC Main map task Poster task Discussion on Harry Potter Research task on ASA Discussions Ofcom discussion informational mind map exercise Annotation task

		Know examples of the way media products are classified The impacts of regulation, certification and classification on media production	PEGI discussion informational mind map exercise
22	3.4.4 Health and safety □ Health and safety risks and hazards in all phases of production □ Actions to mitigate health and safety risks and hazards □ Risks assessments □ Location recces	Know common risks and hazards in media production What is required of media producers to mitigate health and safety risks and hazards What risk assessments are and the purpose of risk assessments What location recces are and the purpose of location recces	Risk assessment and location recce asking questions Real life health and safety incident (warning watch first) Identification of risk assessment elements with BBC links Discussion Note taking video London Marathon 2023 exercise team activity
4.1 Distribution platforms and media to reach audiences			
23	Online ▪ apps ▪ multimedia ▪ web Physical platforms ▪ computer ▪ interactive tv ▪ kiosks ▪ mobile devices Physical media ▪ CD/DVD ▪ memory stick ▪ paper based	Know the characteristics of the types of platform and media used to deliver products to audiences The advantages and disadvantages of types of platform and media How the characteristics of platforms affect the selection of final product file formats in given scenarios	Mind Mapping exercise List making exercise Discussion Team tasks – advantages and disadvantages of platforms Marketing products exercise

4.2 Properties and formats of media files

24	4.2.1 Image Files The properties of digital static image files ▪ DPI/PPI resolution ▪ pixel dimension Static image file formats ▪ raster/ bitmap ▪ vector ▪ uncompressed ▪ compressed	Know what is meant by DPI/PPI How DPI/PPI relates to resolution and image quality The relationship between pixel dimensions and quality for different image uses Know examples of raster/bitmap and vector image files The properties and limitations of uncompressed and compressed (lossy, lossless) file formats The properties and limitations of raster/bitmap and vector static image file formats How file format choice relates to use and context	Information reading activity Research PowerPoint activity Notetaking activity Research activity on compression and uncompression Informational poster activity
25	4.2.2 Audio Files The properties of digital audio files ▪ bit depth ▪ sample rate Audio file formats ▪ uncompressed ▪ compressed	Know what is meant by sample rate and bit depth How sample rate and bit depth relate to sound quality What audio compression is and how it affects quality The properties and limitations of uncompressed and compressed (lossy, lossless) file formats	Notetaking activity Summarising activity Investigation activity Paired activity Mood board task Evaluation and Creation task Extension tasks Discussions

		How file format choice relates to use and context	
26	4.2.3 Moving Image Files The properties of digital moving image files ▪ frame Rate ▪ resolution (SD, HD, UHD, 4K, 8K) Moving image files formats ▪ animation ▪ video ▪ uncompressed ▪ compressed 4.2.4 File compression Lossy compression Lossless compression	Know what is meant by frame rate Know what is meant by SD, HD, UHD, 4K, 8K How frame rate affects the quality of a product Know examples of digital video and animation files The properties and limitations of video and animation file formats The properties and limitations of uncompressed and compressed (lossy, lossless) file formats How file format choice relates to use and context Know what is meant by lossy compression Know what is meant by lossless compression Why lossy and lossless compression are used	Information and notetaking activity PowerPoint or poster activity looking at properties, limitations, usage and what these file formats are for Discussion Ask questions activity Research activity

AIMS OF THE SCHEME

Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.

In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.

SCHEME OF WORK

LESSON	LESSON OVERVIEW	OUTCOMES	ACTIVITIES
1.2 Purpose, elements and design of visual identity			
1	Purpose of visual identity □ Recognition/familiarity □ Establish a brand □ Develop brand loyalty □ Visual communication with audiences/consumers Component features of visual identity □ Name □ Logo □ Slogan/strap lin	Know how visual identity relates to Brand.	Asking Questions Group Discussion Video Watching Independent Learning through wireframe, colour mood boards, visualisation diagrams and logo.
2	Elements of visual identity □ Graphics ▪ shape/symbol	Know how visual identity elements are influenced by	Discussion Analysis in groups Video watching

	□ Typography □ Colour palette and meaning □ Layout/complexity Visual identity design style □ Business type □ Brand values □ Brand positioning ▪ economy ▪ mid-range ▪ high-end	business type, brand values and brand positioning The component features of visual identity The elements of visual identity	Storyboarding
3	Visual identity design style □ Business type □ Brand values □ Brand positioning ▪ economy ▪ mid-range ▪ high-end	Know that visual identity needs to encapsulates brand values and be appropriate/relevant for the audience and type of market	Video Watching Discussion Group Discussion
	2.1 Graphic Design and Conventions		
4	Concepts of graphic design □ Application of visual identity □ Alignment □ Typography □ Use of colour and colour systems □ Use of white space	Know that graphic design has layout conventions for different graphic products and understand the importance of this.	Group Discussion Video Watching Independent Activity
5	Layout conventions for different graphic products and purposes □ Additional information □ Headlines and copy	Know that graphic design has layout conventions for different graphic products and	Colour activity research task Video watching Layout conventions activity

		understand the importance of this.	
	□ Image content □ Titles and mastheads		
2.2 Properties of digital graphics and use of assets			
6	Technical properties of images and graphics Bitmap/raster properties ▪ colour depth ▪ colour mode ▪ compression settings ▪ overall quality ▪ transparency Vector graphic properties ▪ compatibility ▪ file size ▪ scalability ▪ software support	Limitations of bitmap/raster file formats in terms how many colours are supported, scalability (enlarging) and whether transparent backgrounds can be included Benefits of vector file formats, scalability for large print use	Video watching Discussion Quick Research Task Benefits and Limitations powerpoint
7	Licences and permissions to use assets sourced from □ Client images □ Internet □ Logos □ Photographs □ Stock library	Know what the limitations, rights and permissions are to use certain assets.	Identification Discussion Copyright video debate 3x Activity Task guiding student practice Video watching Class Discussion Exploration Task Request Letter practical task
2.3 Techniques to plan visual identity and digital graphics			
8	Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics	Understand the value of creating a mood board that means something.	Physical and Digital Mood board creation.

	□ Mood board	Creating mood boards with relevant content using physical materials - pictures, text, colours placed on large sheet/board Creating digital mood boards using digital images collected from web and other sources, placed on documents/slides in software applications	
9	Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics □ Mind map □ Concept sketch □ Visualisation diagram	Creating digital mood boards using digital images collected from web and other sources, placed on documents/slides in software applications Using mind maps drawn out on paper or using software applications to expand ideas and identify details Using concept sketches to develop ideas Using visualisation diagrams to show design ideas and possible layouts, sketched with annotations or concept art created in software applications	Creation of Mind Map, Concept Sketch and Visualisation diagram via a client brief.
3.1 Tools and techniques of imaging editing software used to create digital graphics			

Scheme of Work

10	Software tools and techniques used to create digital graphics □ Image/canvas size □ Layout tools □ Drawing tools □ Adjustments to brightness/contrast and colour	Setting the canvas size - expanding or modifying Using layout tools to help the placement of assets e.g. grids, guides and rulers Using drawing tools e.g. shapes, colour fill, gradients Using brightness and contrast, levels, colour balance, hue, saturation	Video & Practical application
11	Software tools and techniques used to create digital graphics □ Use of selections □ Use of layers and layer styles	Using selections based on shape, colour or edge contrast Using layers to structure a graphic, create, merge, rename, change opacity Using layer styles to enhance the visual impact e.g. drop shadows, effects, textures	Video & Practical application
12	Use of layers and layer styles □ Retouching	Using retouching techniques to remove unwanted elements e.g. cloning, healing, blur, colour swatches, colour picker, pencil, brush	Video & Practical application
13	□ Typography □ Filters and effects	Using typography to add information e.g. text, font styles, sizes and effects	Video & Practical application

		Using filters and effects to enhance the visual appeal e.g. stylise, monochrome, colour toning, vignette, sharpen	
3.2 Technical skills to source, create and prepare assets for use within digital graphics			
14	Source assets for use in digital graphics □ Images □ Graphics Create assets for use in digital graphics □ Editing sourced assets to create a derivative asset □ Creating assets using drawing tools	Using internet, stock libraries or client library to search for suitable image assets Downloading/obtaining images and graphics, copying from download folder to working asset folder Creating original or new image assets by editing existing assets or drawing completely new images as bitmap or vector files	Video & Practical application
15	Modify images and other assets to make sure the technical compatibility for use within print graphics □ Resize and resample □ Modifying image properties Store assets for use □ Storage location □ Changing the file format	Resampling of images and assets for use in a print product - checking pixel dimensions and dpi resolution for the intended size of reproduction Rasterising vector based graphics for use in bitmap graphics	Video & Practical application

		Using different storage locations to clearly differentiate original and edited assets in separate folders Using file formats to retain image quality (with/ without transparency)	
3.3 Techniques to save and export visual identity and digital graphics			
16	Save and export □ Proprietary format master files □ Repurpose and export in appropriate file formats	Saving of files for visual identity and digital graphics as high resolution, proprietary format, master files as an archive for further edits Repurposing and exporting of visual identity and digital graphics in file formats and image properties which meet client requirements	Video & Practical application
It's important at this stage of the scheme that student be given time to explore photoshop and use it, you can use the video tutorials and PDFs exclusively supplied with this unit of work to help with that.			

We would like to thank you for purchasing this scheme and thank all of our contributors who helped make it happen.

Scheme of Work

AIMS OF THE SCHEME

Interactive digital media products are found across the media industry, in games, websites and apps, learning and knowledge based systems, simulations and in commerce. At the heart of digital media products is a fusion of media rich content including text, images, sounds, video and animation. This content is combined with UX and UI design to create an immersive and engaging environment which can promote, educate, entertain, inform or influence.

In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience. Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.

SCHEME OF WORK

LESSON	LESSON OVERVIEW	OUTCOMES	ACTIVITIES
1.1 Types of interactive digital media, content and associated hardware			
1	The format types of interactive digital media □ Websites □ Information points □ Mobile apps □ E-learning products □ Digital maps □ Games	To include: The different formats interactive digital media takes How format is linked to the purpose of interactive digital media products How format is linked to the audience of interactive digital media products How devices used to access interactive digital media products impact on its format	Research Team Work
2	Content used in interactive digital media	To include:	Writing

	□ Images □ Audio □ Video □ Animation □ Text □ Tables □ Lists □ Forms □ Navigational buttons □ Maps □ Quiz □ Layers Hardware devices used to access interactive digital media □ Computers □ Games consoles □ Kiosks □ Phones □ Smart TV □ Tablets	How each type of content is used in interactive digital media products What each content type is used for How assets are used to create content How the form and structure of interactive digital media products is affected by digital media content How the form and structure of interactive digital media products is affected by the audience and purpose To include: The range of devices used to access interactive digital media How the devices used to access interactive digital media are linked to purpose and audience of products How to adapt content to suit different access methods	Layers Show and Tell Team Work Tough Challenge Stretch Challenge
3	Features of interactive digital media design GUI (graphical user interface) design ▪ consistent use of layout	What makes an effective GUI Differences between types of interface and interaction styles including advantages to users	Individual task Writing Team Work Stretch Task Design Task

	▪ colour scheme ▪ house style ▪ typography selection ▪ white space Interface and interaction styles ▪ click ▪ touch/gesture ▪ voice control ▪ motion/movement ▪ drag/drop ▪ feedback/closure Accessibility ▪ alternate text ▪ text readability ▪ captions ▪ contrasting colour ▪ resizable text ▪ flexible input ▪ mobile device accessibility ▪ screen size and orientation adjustments Conventions of interactive digital media □ Non-linear navigation □ User friendly intuitive interfaces □ Suitability for target audiences Creativity in interactive digital media □ Originality □ Imaginative design □ Derivative design	Technical limitations of interface and interaction styles Selecting appropriate interfaces and interaction styles Non-linear navigation and its benefits The importance of accessibility and how each accessibility feature assists users Selecting appropriate accessibility features • Applying conventions to create effective interface designs To include: How original work differs from adaptations to existing designs How imaginative work can be derivative How to balance following conventions with originality/imagination to produce creative products	
4	Hardware used to create interactive digital media □ Computer □ Mouse/trackpad □ Stylus □ Monitor	How different hardware is used to create interactive digital media products Why designers use particular hardware devices	Brainstorm Team Work Video Research

	□ Graphics tablet □ Touch screen □ Microphone □ Digital camera Software used to create interactive digital media products □ Web authoring software □ App creation software □ Authoring tools □ Kiosk interface software	The positive and negative impacts hardware choice has on final products How different software applications and their tools are used to create interactive digital media Why designers use particular software applications The positive and negative impacts software and related tool choice has on final products	
5	Pre-production documentation for interface planning □ Wire frames □ Storyboards Pre-production documentation and planning for content □ □ □ □ □ Master page/page template design Asset table Assets to form content ▪ position of assets ▪ purpose of assets Properties of assets linked to purpose ▪ age appropriateness ▪ quality ▪ size on screen Technical compatibility of assets ▪ file size ▪ file type ▪ resolution	Creating designs which include all aspects of interactive digital media o screen designs o colour scheme, text, layout o navigation features o GUI (menus, buttons, links) o interaction with media elements Planning the content of interactive digital media products Using conventions of interactive digital media when planning user interface layouts	Team Work

	Pre-production documentation and planning for user interaction □ Navigation and hierarchy diagrams □ Interactive features and controls	Planning the properties of assets needed to meet client requirements Planning assets that are technically suitable for interactive digital media products and client requirements Planning the navigation between pages/scenes and interactive elements Planning user interaction Planning responses to interaction (feedback/ closure)	
6	□ Techniques for sourcing suitable assets ▪ advanced searching ▪ search by feature/property ▪ search by licence ▪ libraries Static image assets □ □ Types ▪ vector ▪ bitmap Techniques to repurpose image assets ▪ adjust brightness/contrast and colour ▪ adjust image/canvas size ▪ apply filters ▪ apply transformations	Using search tools to source assets which are suitable for use within interactive digital media Locating and using libraries and stock media, when identifying and selecting pre-made digital media content Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media To include:	Video Tutorials

	▪ retouching Audio assets ☐ ☐ Types ▪ sound effects ▪ narration ▪ music Techniques to repurpose audio ▪ cut ▪ split ▪ trim ▪ extend ▪ optimise file size/format ▪ enhancing sounds in audio editing software ▪ volume editing	Using software tools and techniques to create and repurpose static image assets Using vector and bitmap images appropriately Adjusting brightness and contrast, levels, colour balance, hue, saturation Changing image/canvas size - expanding or modifying Using filters and effects to enhance visual appeal - stylise, monochrome, colour toning, vignette, sharpen Applying transformations to correct or distort objects - flip, skew, rotate Using retouching techniques to remove unwanted elements - using cloning, healing, blur, colour swatches, colour picker, pencil, brush, background removal Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media To include:	

		Using software tools and techniques to create and repurpose audio assets Importing sound to create assets Trimming/cutting/splitting unwanted parts of sound assets Joining sounds together to extend sound assets Adjusting volume of sound assets Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media	
7	Moving image assets □ Types □ ▪ video ▪ animation/animated assets Techniques to repurpose moving images ▪ cut ▪ split ▪ trim ▪ extend ▪ speed/pitch tempo ▪ optimise file size/format Interactive assets □ Types ▪ diagrams ▪ maps ▪ buttons/roll over buttons ▪ banners	Using software tools and techniques to repurpose video assets Importing video footage to create assets Placing and sequencing video assets along timelines Trimming/cutting unwanted parts of video assets Adjusting brightness and colour of video assets Saving and exporting assets as suitable file sizes/	Video Tutorials

	▪ navigation bars ▪ forms	formats for use as components within interactive digital media • Using software tools and techniques to create interactive elements	
8	Product folder management □ Structure of the product folder ▪ root, images, media content, styles □ File naming conventions Techniques to create □ Master page/template elements ▪ house style ▪ navigation system ▪ fixed/editable content □ Master page/template □ Product content □ Playback controls □ Triggers and behaviours	Structuring product folders within creation software Using naming conventions to facilitate file management within product creation software Implementing effective house styles within master pages/templates e.g. colour scheme, font styles, layout, fixed content, editable content/regions Creating structures for navigation systems for interactive digital media e.g. navigation bar, buttons, rollovers, hyperlinks, hotspots Using master pages/templates within interactive digital media products to ensure consistent styling e.g. singular and multipage templates/master page used to create a set of	Building Folders Individual work Answering Questions

		stylised pages each conforming to the house style Inserting content into interactive digital media products e.g. text, images, tables, lists, sound, video, audio, maps, forms	
9	Techniques to test/check the technical properties of interactive digital media □ □ Methods of testing and checking ▪ test plan ▪ checklist ▪ success criteria Elements of interactive media to test/check ▪ testing input or behaviours o trying to break inputs o testing by following navigation paths or by deliberately not ▪ functionality tests o navigation o interactivity o inputs and outputs Performance of multimedia assets ▪ testing multimedia functions o testing playback/appearance o testing volume/quality o testing user controls for multimedia Techniques to review the fitness for purpose of completed interactive digital media □ □	The structure, content and use of test plans, checklist and success criteria How to record test results and how and when to retest How and why to test iteratively both during production post-production Planning and carrying out a range of functionality tests to make sure interactive digital media products function as intended Checking the component quality of interactive digital media products Checking the suitability of file formats used for interactive digital media against lists of compatible formats with the intended platforms, devices or distribution channels	Team Work Stretch Challenge Fun Activity

	□ Suitability for client requirements Suitability for target audience ▪ suitability of content ▪ accessibility Review of audio-visual quality, aesthetics, appeal, interaction, and engagement	Strengths and weaknesses of created interactive digital media Comparing created interactive digital media products against client briefs, client requirement lists or success criteria Assessing the appropriateness of chosen styles and approaches/conventions for clients and target audiences Assessing fitness for purpose e.g. adverts should advertise; promotions should promote	
10	Constraints which limit the effectiveness of interactive digital media Interactive digital media constraints ▪ time ▪ resources ▪ hardware ▪ software ▪ skills Interactive digital media improvements ▪ overall style and design ▪ quality ▪ content and concept ▪ animation/video ▪ audio Further development opportunities for digital media □ Further developments ▪ scope ▪ additional multimedia elements ▪ more or different interactivity ▪ altering product type	How the quality of created interactive digital media products are constrained by time, resources, hardware, software, budget, legislation, skills The feasible improvements to created interactive digital media products in terms of client requirements and target audience engagement How successful interactive digital media products can lead to repeat business/further commissions from a client	SWOT Analysis Task Identification Task Discussions

		How different resources, software, budget and skills could help interactive digital media to be developed further How to devise further developments in terms of client requirements and target audience	

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