

OCR Nationals

Unit 4

Multimedia

Assessment Objective Instructions

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AO1 - Reviews

AO1 consists of three reviews

- An interactive website – www.bbc.co.uk/cbeebies
- An advert – as shown by your teacher
- A game – of your choice (but simpler games are easier to review!)

Each review should take one lesson – write to the standard you expect to get overall, pass, merit, distinction. The report has all the headings AND instructions.

The report can be found at

H:\ICT\Year 10 & 11\Unit 4 Multimedia\Multimedia template

AO2 - Design

AO2 is the designs for your information point – the main difference between the grades is the level of detail you include.

The information point you are creating is a multimedia showcase for your bouncy party company it should include

- Information
- Images
- Quiz
- **Video**
- **Animation**

Purpose

A short paragraph explaining the purpose of your information point

Audience

A paragraph explaining the target audience for your information point, include the age range, sex etc.

Housestyle

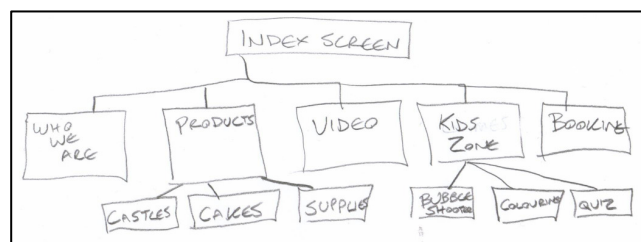
Explain all the colours and fonts you will be using – you can even make a “mock up” of a slide to show how your housestyle will look.

Navigation

Explain how users will navigate through your information point – what choices will they have and are there areas where they can choose different pathways. For Merit & Distinction you should include diagrams and flowcharts showing the navigation routes.

Plan

Sketch a plan of your information point showing how the screens will link different components together



Storyboard

Rough sketches of each scene and explanations of the components, transitions, effects etc

Content PICTURE+LINKS	Content LINKS+INFO	Content WHO WE ARE	Content VIDEO
Text SUSTON	Text GENERAL INFO	Text BACKGROUND	Text SEE US IN
LINKS LINKS	ABOUT PRODUCTS	INFO ABOUT COMPANY	ACTION IN OUR VIDEO
Time USER DEFINED	Time USER DEFINED	Time USER DEFINED	Time USER DEFINED
Transition NONE	Transition COVER RIGHT	Transition COVER LEFT	Transition COVER RIGHT
Effect NONE	Effect NONE	Effect NONE	Effect NONE
Sound YMCA	Sound YMCA	Sound YMCA	Sound YMCA

AO3 - Source & Store elements

AO3 is your research phase where you gather all of the information, images, sounds etc that you will need for your presentation. These are called “assets” and you should record them all in the Asset Table found in AO3.

You should **SAVE** anything you wish to use in your presentation then **INSERT** it as you create your presentation. If you copy and paste you will **FAIL**.

You should save all your assets in a special folder for this project – create an Asset subfolder in your Unit 4 folder.

You should remember that **EVERYTHING** you save to use in this presentation **MUST** be recorded in your asset table.

You might create some of the assets yourself using image editing or movie making software. These should also be recorded in your asset table and saved in your asset folder.

Asset Name	Source	Where stored	Where used	Details of editing
Castle1.jpg	www.bouncycastlesales.com	Unit 4/assets	Castles page	
Logo.jpg	I made this in fireworks	Unit 4/assets	All pages	I created this from the image castle1 and changed the background and added text.
Bouncyvideo.wmv	I made this in movie maker	Unit 4/assets	Video page	I made this from my logo and a series of castle & extra pictures
Cakes.jpg	I took this myself	Unit 4/assets	Supplies page	I resized this to 150 x 250 pixels
YMCA.MP3	I ripped this off a CD	Unit 4/assets	All pages	
Obstacle.jpg	www.bouncycastlesales.com	Unit 4/assets	Castles page	

- ✓ If you only record **SOME** of your assets in your asset table you will get a **pass**
- ✓ If you record **MOST** of your assets, including animation you can get a **merit**
- ✓ If you record **ALL** of your assets, including video you can get a **distinction**

AO4 - The Product

AO4 is where you show evidence and explanations of how you have created your information point to be a full multimedia experience.

Pass

Alternative pathways

A written explanation of how the user can take different routes through your information point. A good example of this will be how they take different routes following right and wrong answers in your quiz.

Multimedia Effects

A written explanation of where in your information point the user can see transitions and custom animations.

Text

Explain a slide where you have used text from a website and a slide where you have used text you have written yourself.

Images

A written explanation of where you have used images in your information point.

Sound

Explain what sound you have used, why you chose it and where you can find this in your information point.

Merit

User Interaction

A written explanation of where your user will have to interact with your information point, how will they make choices in your quiz?

Animation

A written explanation stating where animation can be found in your information point and why you have used it there.

Distinction

Video

A written explanation of where you have used video in your information point and why it is appropriate to use it there.

AO5 – Seek feedback and suggest improvement

AO5 is your evaluation section – the marks for this section rely on you gathering feedback from users and suggesting improvements that you **COULD** make to the information point. You do not have to make any improvements.

Pass

Questionnaire

Design a short questionnaire and give it to five users to gather their responses. Make sure your questionnaire has questions where the user can make a choice and at least one question where they can give a “free text” answer. In your coursework include a copy of your questionnaire and summarise your results.

Possible Improvement

Drawing from your results suggest at least one improvement that could be made to your information point

Merit

Self evaluation

Write your own evaluation of your information point. Highlight the good and bad points and explain your own strengths and weaknesses.

Possible Improvements

From your questionnaire results and your self evaluation suggest some more improvements you could make to your information point

Distinction

How improvements can be achieved

Write a couple of paragraphs suggesting what you could do to make the improvements you have suggested above. Don't explain **HOW** to do it but **WHAT** you could do (NOT – “pull down insert menu, select insert Picture”; But “I could insert a different picture on slide 6 which would...”)

Unit 4 – Multimedia – Checklist for Moderation

Pass	A	B	C	Merit	A	B	C	Distinction	A	B	C
AO1											
Candidates list and give an explanation of the good and not so good features of three different multimedia products.				Candidates give a detailed explanation of the good and not so good features of at least three multimedia products, and suggest possible improvements.				Candidates give a thorough explanation of the good and not so good features of at least three multimedia products, and suggest a range of valid improvements to help the product meet its aims .			
				Candidates identify the aim of the multimedia product.				Candidates identify the aim and the audience of the multimedia product.			
AO2											
Candidates give purpose and audience for the product.				Candidates give purpose and audience for the product..				Candidates are thorough in their description of purpose and audience for the product			
A basic plan, housestyle and navigation system is produced.				A detailed plan, housestyle and navigation system is produced.				A detailed plan, appropriate housestyle and effective navigation system			
A simple storyboard covering the				A storyboard covering the main elements is provided.				A storyboard covering all elements is provided			
The designs may lack structure				The designs have a clear				The designs are well structured			
AO3											
Candidates will source and store multimedia elements including:				Candidates will source and store multimedia elements including: text, images, sound and				Candidates will source and store multimedia elements including: text, images, sound, video and			
Some acknowledgement of sources given.				Acknowledgement of most sources				Accurate acknowledgement of all sources given.			

AO4										
The multimedia product makes some use of: alternative pathways, hyperlinks and multimedia effects. Some elements may not work as intended.				The multimedia product makes good use of: alternative pathways, hyperlinks, user interaction and multimedia effects. Most elements work as intended.				The multimedia product makes effective use of: alternative pathways, hyperlinks, user interaction and multimedia effects. All elements work as intended.		
The multimedia product contains:				The multimedia product contains: text, images, sound and				The multimedia product contains: text, images, sound, video and animation.		
AO5										
Candidates seek feedback from a test user or through peers.				Candidates seek feedback from a test user or peers and through self evaluation of their product.				Candidates seek a range of feedback from a test user or peers and through detailed self-evaluation of their		
They suggest a possible improvement that could be made to the product.				They suggest valid improvements that could be made to the product				They suggest valid improvements that could be made to the product, providing details on how these could be achieved.		