Cambridge TECHNICALS in IT

Unit 17: Interactive Media Authoring

LO 1: Understand principles of interactive media authoring.

Authoring

- Tools used (e.g. PowerPoint, Director, Flash, Dreamweaver, Mediator, Expression Blend etc.)

- Production Process:
  – Conceptualisation/Planning
  – Design
  – Creation
  – Implementation
  – Testing
  – Review and evaluation

Uses of Interactive Media Authoring (Purposes)

- Marketing, Promotional, Advertisement

- Education, Training, Assessment

- Entertainment

- Games, virtual reality, simulation

- Journalism, information

Delivery Format

- Web

- Multimedia (CD.DVD ROM, Kiosks)

- Interactive TV

- Mobile Devices

Components/Elements

- Text

- Images

- Sound

- Animation

- Video

Interactivity and Control

- Basic (navigation, menu selection, hot spots)

- Scripting

- Actions and Events

- Control (audio, video, game controls)

Analysing Existing Products

- **Multimedia Products**
  - Prague Castle
  - Boardworks – Flowcharts
  - Sixthform Prospectus
  - Activities Day

- **Web-based products**
  - KS1 Bitesize
  - The Simpsons Movie
  - Khan Academy
  - Code Academy

Benefits

- Mobility

- Interactivity

- Accessibility

- Targets a set audience

Limitations

- Size

- Download time

- Type of content

- Requirement of plugins

✓ <u>(P1) Principles of Interactive Media Authoring</u>

— Produce a report to explain the principles of interactive media authoring. The report should include the following sections:

- Definition of Tools used
- The Production Process
- Uses of Interactive Media Authoring
- Delivery Formats
- Elements Included
- Control Methods

✓ <u>(M1) Comparing and Contrasting Interactive Media Products</u>

— Choose two products from each column to review

— Review each product in detail; identifying:

- The possible client and purpose of the product
- The format in which it is delivered
- Strengths and weaknesses, highlighting any improvements

— Compare and contrast each of the products

(D1) Benefits and Drawbacks of the Different Formats

– Explain, in detail, the benefits and drawbacks to each of the different formats:

- Web
- Multimedia
- Interactive TV
- Mobile Devices