

# Scenario for the Assignment

## R005: Creating an interactive product using multimedia components

FSGmedia is a company that creates promotional materials for the film industry. They have recently won a contract with Disney & Pixar Animation Studios to advertise new films as well as to promote films released on DVD.

You have been asked to produce an interactive multimedia product that to promote one of their films (new or released on DVD). It would have to appeal to children between the ages of 6 and 14. Disney & Pixar are aware that this advertising could take many different forms and are happy for you to decide on an appropriate format for your product. However, the product must have a consistent style throughout.

Disney & Pixar are keen that the promotion is exciting and reflects their reputation. Therefore, they have asked that your creation uses a range of interactivity and effects. It must also appeal to the target audience and be visually exciting which leads to increased numbers of people watching or purchasing their films.

In order to create your interactive multimedia product, you will need to:

- Plan a product that meets the needs of the brief
- Source multimedia components, taking account of relevant legislation
- Create your product
- Test your product, both whilst you are making it and once it has been completed.

## Task 1: Design interactive multimedia products

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Learning Outcome (LO) 1 is assessed in this task.

It is important that, before you start to make your product, you have thought about what it is you are going to make, the resources you will need to include, how you are going to combine these resources together to create a suitable interactive multimedia product and how you will decide whether the completed product is suitable.

- A** Produce a design specification for your interactive multimedia product. This specification should include the following:
- A brief outline of what the project is about i.e. the film that you have chosen
  - The type of interactive multimedia product you are going to create. This should be either a website, a tablet or mobile phone app, a game or a product created using multimedia authoring software. *The product you create should show your creative flair and be a vibrant, energetic and stimulating product.*
  - The software you are going to use with reasons.
  - A list of success criteria. These criteria should be used to decide whether or not the completed product meets the needs of the client.
  - A plan for your product in a suitable format. This plan should show the interactive components that will be included within the product, as well as the content and key events.
- B** Source and store multimedia components for inclusion in the product you are going to make, taking account of any relevant legislation. Make a list of all the components you have stored. Explain why you have chosen each component and consider the legal implications of using each of them in your product.

## Task 2: Making your interactive multimedia product

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Learning Outcome (LO) 2 and part of Learning Outcome (LO) 3 are assessed in this task.

Create your product by carrying out the following activities:

- import your components into your chosen editing software
- create the interactive multimedia product that you have planned
- test your product as you develop it and on completion, to ensure that it works as intended.

## Task 3: Product testing

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Part of Learning Outcome (LO) 3 is assessed in this task.

Test the extent to which your finished product meets the needs of the client.

When testing your completed product, you should:

- obtain and analyse a variety of feedback to decide how well your product meets the success