R097 Interactive Digital Media Knowledge Organiser

1	Interactive Media	Media which allows the user to be involved in the process of watching or listening. This could involve user input such as clicking, typing or speaking to interact with the media.
PLANNING THE FORMAT OF INTERACTIVE DIGITAL MEDIA		
2	Website	Common form of interactive media. Websites can serve a range of different purposes such as paying bills, shopping and entertainment.
3	Information Points	A type of interactive media often seen in public places such as shopping centres or museums. They are often in the form of a map or image that a user can touch using a touch screen to access information.
4	Mobile Apps	A type of interactive media that is designed to be used on a mobile phone. There are a huge range of aps that serve different functions
5	E-Learning products	Form of interactive product that enables user to access interactive content to learn new knowledge or skills
6	Games	A form of interactive media which will allow a user to play electronic games on a range of different devices.
7	Influences on the format of the IDMP	The format should be chosen depending on the target audience and purpose of the IDMP. One of the most significant factors is deciding on the device likely to be used to access the IDMP. Different devices allow user to interact in different ways e/g mouse click, touch screen, voice controls etc.
DIFFERENT WAYS TO PLAN FOR IDMPs.		
8	Mood Boards	**Purpose of a Mood board**: Used to generate ideas for the look, colour and styles for a project. Used to 'get a feel' for a project. Used by the designers of a project. **Content of a Mood board:** • Images • Logos • Colours • Text/fonts/ styles/keywords • Textures, fabrics and other materials • Digital mood board may have sounds and video clips • Annotations/labels
8	Mind Maps	**Purpose of a Mind map:** Generate ideas quickly, Develop and show links between different thoughts and ideas **Content of a Mind map:** • Central node with a main theme • Nodes and sub-nodes • Interconnecting lines and branches to link ideas together • Text • May include Images
9	Wire Frame Diagrams	**Purpose of a wireframe diagram:** Plan the layout of a product to identify the layout and the assets which will be used.
10	Visualisation Diagrams	**Content of a Visualisation Diagram:** • Image/Movie frames • Colour/ colour schemes • Text headings, text lines • Layout/position • Interactivity • Annotations and labels providing more details

		DESIGN PRINCIPLES
11	**House Style**	A design style that is consistent and matches the values and image of a business or company. This includes colour schemes, fonts and layout.
12	**Logo**	A small graphical image that is used to represent an organisation or brand
13	**Colour Palette**	The range of colours used in a design. In visual identity you must consider both the choice of colour and how it is used
14	**Colour Scheme**	The colour scheme not only has to meet the purpose of the product but also meet the expectations of the target audience. So a product aimed at a young audience will have many bright colours and one aimed at an older audience may use 3 dark colours and 2 bright colours.
15	**Graphical User Interface (GUI)**	This is how the user interacts with the interactive multimedia product. A GUI uses Windows, Icons, Menus and the mouse pointer to help the user navigate around the layout. It is important that users find it easy to understand. For example: making a button look like something that should be clicked.
12	**Layout Conventions**	This is how the multimedia elements are positioned, there are typical locations that users will conventionally expect content to be. For example, navigation will be on one side of the screen rather than be in the centre where content will appear. You need to keep a consistent layout throughout your product with a slide master.
13	**Accessibility**	This is about making interactive multimedia products usable by everyone, regardless of ability. If your audience is from a different country, you will need to add language options or use images. You also need to think about how particularly disabilities can be catered for. You should consider making the product easier to use with language options, colours, readable fonts, icons.
		CONTENT USED IN DIGITAL INTERACTIVE MEDIA
14	**Images**	Images can be used in different ways in IDMPS. They could be for providing a visual representation of something, to accompany something being explained in text.
15	**Audio**	Audio can be used in different ways. It could be the main way of interacting with the user. It can also be used as a sound effect. It can also be used as an enhancement to the user experience e.g to set a tone, or provide background music.
16	**Video**	Video is a way of displaying moving images with sound. It can be used to share information or to make an introduction.

17	**Animation**	Used to show moving images or graphics.Can be used to entertain or to demonstrate something - e.g. a step by step guide linked to a skill.
18	**Text**	Text is used in different ways depending on the IDMP. It can be used to provide information, or for headings and labels.
20	**Navigation Buttons**	These are used to allow the user to interact with the IDMP. Commonly seen in Apps and Websites but can be used in other interactive products as well.
**ASSETS - Backgrounds, banners, buttons, shapes, text, fonts, images, videos, sound and animations.**	
21	**Properties of Assets**	When planning assets it is important to consider how the asset will meet the purpose of the product. Consider how the following properties might impact on the purpose: Age appropriateness, Quality, Size on Screen.
22	**Technical Compatibility of Assets**	You must ensure that assets are technically suitable for the audience and purpose. Consider: font size, file type, resolution.
23	**PPI**	Pixels per Inch (technically the correct way to state the resolution of a digital graphic but otherwise the same DPI)
24	**DPI**	Dots per Inch (where a print product needs typically 300 and a web graphic 72)
25	**Resolution**	A property of an image that states how many dots per inch are present. (Different to the resolution of a story)
26	**Creating and Editing Assets**	You will need to show that you can create and edit assets to make sure they are suitable for the purpose, client brief and target audience.
27	**Static Images Assets**	You will need to make the correct choice between vector and bit map images (see R094) You will need to be able to edit them by adjusting brightness, contrast and colour, adjusting image and canvas size, use filters and be able to retouch images.
28	**Moving Image Assets**	You will need to be able to edit or repurpose assets. You might use skills like cut, split, trim, extend, speed/pitch tempo, file size and format optimising.
29	**Audio Assets**	You will need to understand different types of audio assets as well as showing that you can repurpose them. You might use skills such as cut, split, trim, extend, file size/format optimising, enhancing sounds and volume editing.

TECHNIQUES TO EXPORT/PUBLISH DIGITAL MEDIA PRODUCTS

38	**Export**	The process of changing the properties and saving a file format. During the creation process you will save your file in its native file format. When it is finished, you need to select the file format that you think is most appropriate for your product and export it so that it works in the context of your product.
39	**HTML**	Files for web based content
40	**PPS**	Powerpoint show - this is a format created from a Powerpoint file which can allow a IDMP to be used on a kiosk style information point.