R094 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.
PURPOSE OF VISUAL IDENTITY		
2	Brand Loyalty	Brand loyalty is when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services
3	Brand Recognition	What makes the brand recognisable
4	Visual Identity	What that brand looks like, from your logo to your colour choices
5	Visual Communication	Allows a brand to communicate feelings with the audience
6	Brand Values	Brand values are the key principles guiding how a company operates
7	Graphics	Any shape symbol or design/ writing such as calligraphic images or text. Symbols representing a belief, philosophy or value.
8	Brand Position	This is affected by the product quality as well as the wealth and lifestyle of the target audience
9	Colour Pallet	Basic colours the RGB values or complex colours to represent the brand identity or logo
10	Typography	Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader
PRE PRODUCTION DOCUMENTS		
11	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
12	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

13	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.
14	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

15	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.
16	Logo	A small graphical image that is used to represent an organisation or brand
17	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.
18	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.
19	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.
20	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.

ASSETS

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.