

The background features a purple and white radial gradient with two stage lights at the top corners and a crowd silhouette at the bottom. The text is centered in the middle of the image.

Unit 4

AO1 Reviewing Existing Interactive Multimedia Products



WALT

- Understand how to review and evaluate a movie clip



WILF

Pass (all)

- I have reviewed 3 existing interactive multimedia products
- I have identified and explained the good features of the products
- I have identified and explained the not so good features of the products
- I have identified one technique/element to use/avoid using from each product



WILF

Merit (most)

- I have identified the aim of the products
- I have given detailed explanation of the good and not so good features of the products
- I have suggested possible improvements to the products
- I have explained why the technique/element I identified should be avoided/used



WILF

Distinction (some)

- I have identified the audience of the products
- I have given a thorough explanation of the good and not so good features of the products
- I have suggested a range of valid improvements to help the products meet their aims
- I have identified and explained multiple techniques/elements to use/avoid



AO1 Review

- This assessment objective will require you to review 3 examples of interactive multimedia products
- You will complete 3 reviews using the template given
 - This can be found in shared area
- Examples of suitable interactive multimedia products for review include:
 - educational and recreational computer games
 - interactive presentations
 - commercial advertisements
 - interactive multimedia websites (simple websites are not appropriate)
- Multimedia products to review can be found in shared area
- Your reviews must be saved in your AO1 folder

A01 Review

What type of Multimedia Product is it?
An educational and recreational computer games, an interactive presentation, a commercial advertisements or an interactive multimedia websites

Add your name here

Student Name:	
Type of Multimedia Product:	
URL or location:	
Name of Product:	
Screenshot of Product:	

What is the website address or where did you find it? i.e. School network

Add a screenshot here to show what the product looks like

What is the products name?

A01 Review

What is the Aim of the product?
To advertise? To entertain? To amuse? To educate? To promote? To persuade?
Make sure your explanation is detailed!!

Aim of the Product:	
Target Audience:	

Who is the Target Audience of the product?
Be specific, what age group, what gender and also what interests do you think the Target Audience will have
Make sure your explanation is detailed!!

A01 Review

Good Features of the Product (with explanations):
1.
2.
3.

- 1.
- 2.
- 3.

Negative Features of the Product (with explanations):
1.
2.
3.

- 1.
- 2.
- 3.

Explain 3 things which are good and not so good about the products

Things you could identify: Appearance, Professionalism, Colours, Fonts, Positioning of elements, elements used (text, sound, animation, video, images etc), Navigation, Hyperlinks, Buttons/Links, Interactivity, Pace etc etc

Tip! Remember the aim and purpose of the products, how are the things you have identified good/not so good in relation to the products aim and audience?!

A01 Review

What technique/element will you use in the product you create for Howden Music Festival and why?

Technique/Element to use in your Product (with explanations):

Technique/Element to avoid in your Product (with explanations):

What technique/element will you not use in the product you create for Howden Music Festival and why?

Consider your audience and purpose of your product!!

A01 Review

What would make the products better? You need to identify 3 improvements and explain why– for higher grades these need to be valid

Improvements to be made to the Product:
1.
2.
3.
How will these improvements help the Product meet its aims?

Distinction Only!!

How will the 3 improvements you have identified help each of the products meet its aims?!



Things to Remember

- Don't just describe the good and not so good features – you need to explain why you have identified them and what impact they have on the product
- Remember to be specific when you are describing target audiences (Gender, Age, Interests)
- If you want to achieve the higher grades you need to ensure your answers are as detailed as you can make them