1 ⊟ # Multimedia CERT. III

Scored assessment

2 ⊟ ## Linking units

- **ICPMM65DA:Create web pages with multimedia**

Assessment task One: Product

- **CUFWRT05A: Write content and/or copy**
- **CUFIMA03A: Create 2D digital animation**

Assessment task two: Portfolio

- **CUFMEM07A: Apply principles of visual design**
- **ICPMM15DA: Develop a multimedia script**

Assessment task three: Product

3 ⊟ # Create Web pages with multimedia

– **Unit content**

– **Element: Identify the tools and parameters of web page design.**

The web research report – conceptual, aesthetic and descriptive analyses of Internet sites, three in total - includes class presentations - analysis of interface design/multimedia elements.
Research for Internet Based Protocols – various Internet protocols & languages.
History of the Internet – 800 word written report on the History of the Internet.

– **Element: Produce web pages.**

- Introduce web-authoring package **Macromedia Dreamweaver**.
- Using Dreamweaver to create HTML documents that include the multimedia elements of sound, images, text, video, hyperlinks & animation (Flash/shockwave).
- Photoshop tutorial, optimising images for web distribution – animated gifs, jpeg file formats, slicing interfaces, web safe colours.
- Creating HTML pages with frame sets, in Macromedia Dreamweaver, create HTML documents that utilise java script: e.g. open new window.
- Introduction to **Macromedia Fireworks**.
- Creating HTML pages with drop down menu's, image masks, behaviours (mouse clicks, up states). Optimising HTML pages for distribution.
- **Macromedia Flash -** hyper-linking html pages with action script, calling java script within Flash.

4 ⊟ ## Create continued…..

– **Element: Validate and prepare for distribution.**

- Upload html docs, using geocities, testing internal and external file links.

– **Critical aspects of evidence:**
1. The ability to create linked web pages incorporating multimedia
2. Preparation of web pages for distribution on the internet or other medium

Designing the assessment Task:
Develop a task that suits your students & allows them to achieve the maximum score for each criterion
Assessment task must assess all elements within "create web pages with multimedia"
1. Identify the tools & parameters of web page design
2. Produce web pages
3. Validate & prepare for distribution

Selecting the task: Product
Allows students to apply their knowledge from the three elements to produce a visual presentation.
Students were given a design brief with 3 different options, 1-2 hours given to develop their design plan &12 hours to complete their product.

5 ⊟ ## Product design brief

- **Design brief 1 :**
  – develop a personal web spaced based on a concept or artistic expression. The internet

will be used as a vehicle for the communication of ideas through visuals.

- **Design brief 2:**
    - You have been asked to develop a web presence for a product. Students given specific objects to choose from.

- **Design brief 3:**
    - Produce a web site based on a topic of interest to you. The interactive nature of the web will be used to tell a hypertext story based on the topic of your choice. This form of storytelling uses the hyper textual nature of the web to create a narrative, i.e. a story that can branch or fork.

6 ⊟ specifications

- *Production*

    - **1. Design plan:**

- **500 – 700 written design plan, discussing design, method, materials**
- **& techniques, aesthetical elements.**
- To use the medium of the web to create one of the concepts you have
- chosen.

    - **2. *Design development:***

- **Prior to commencing practical production of your web site, you must**
- **demonstrate to your client various design mock-ups, focusing on**
- **aesthetical considerations, design style, interface design, navigation**
- **and creative direction of your intended design plan.**

- **You must present :**
    - » **1. A Navigational System**
    - » **2. Story boards/mock-ups**
    - » **3. Design style i.e. what will it look like?**
    - » **4. Intended target audience**
    - » **5. Purpose, ideas, intentions of using your developed visual design**

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- **4. Specifications**

Size:	800 x 600 dpi (target screen size)
Colour palette:	216-web colour palette
Browser target:	Navigator 4 (or greater) and Internet Explorer 4 (or greater)
Platform:	Mac OS and Windows 95/98/NT
Visual elements:	video, animation, sound, and image.
Internet elements:	hyperlinked files, use of html coding, correct usage of file formats
Packaging design:	cd – rom packaging design
Design conception:	mock-ups, storyboards, navigational system, and image development
Distribution:	cd- rom & geocities site

- Your web site must include various Internet elements such as, contact (email), rollover images, user-friendly navigation, images, excellent design skills, various hyper linked pages, sound, video, animation, where appropriate.

Requirements

1. **Minimum of 5 html pages (maximum of 15)**
2. **Must utilize the multimedia elements of sound, animation, video, graphics and image**
3. **Consistency of interface design**
4. **Functionality in terms of navigational systems**

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These requirements are:

1. Navigational structure
2. Story boards
3. Initial conceptual drawings and image development
4. Design plan (700 words)
5. Design completion of web product (software development)
6. Testing of html
7. Packaging design of cd-rom

8. Presenting product on cd & internet
9. Interview & assessment

Assessment task sample
- Design plan
- Story boards
- Navigational System
- Design development
- Finished product

9 ▭ Write and/or copy content & 2D animation

- Development of three 2D animations
  - Character animation/narrative - Flash/Director - 1000 - 2500 frames
  - 2D still images - visual story - Final Cut express - stop motion
  - Audio Sync project
- Work produced in Write and/or copy:
  - Character development - locations- story -
  - Script - Storyboards - audio development -
- 2D animation - create animations -
- Animation techniques, key framing, 2D drawing, editing, transitions, import drawings into Flash/Director

10 ▭ Apply principles of visual design & Develop a multimedia script

Apply principles of visual design
- **Receive & interpret the brief**
  - Student show reel
- **Generate & assess ideas**
  - Responding to brief through visual designs
  - Experimentation with visual design elements - considerations of tone, colour, shape, form, balance, line, texture, etc.
- **Conduct research**
  - Independent research - traditional & contemporary image development techniques
  - Investigations of professional show reels in relation to visual design elements
  - Requirements of delivery platform - DVD, cd, web.
  - Evaluate research against initial design experimentation
- **Select media/materials for use in visual design & communication**
  - Selection & analysis of design experimentations
  - Identify which visual design best suits the technical & creative requirements of the brief

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- **Apply visual design & communication techniques**
  - Develop the structure of the brief - navigation - functionality - interface design, final flow charts
  - Consideration of multimedia elements - imagery, sound, graphics, video, animations
- **Evaluate visual and communication design techniques**
  - Appropriateness of designs, intended audience etc
  - Update designs where appropriate

- **Develop a multimedia script**
  - **Identify and describe multimedia script formats & processes**
    - Software Director - Lingo
    - Arguments (which frame)
    - Commands (beep)
    - Comments --
    - Conditional statements - true/false if then else
    - Events - exitframe - mouseup
    - Function - the key, the name
    - Loops - repeat with x= 1 - 10
    - OOP - object oriented programming
    - Parameters
    - Property values - colour depth etc

- Data types - Variables
  - Develop a short multimedia product - using lingo

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- **Use scripting techniques to create a multimedia production script**
  - Make scripting shells that utilise identified programming techniques
    - Complex scripting techniques
      - Conditional statements
      - Importing files
      - Opening applications - word docs
      - Visible/invisible scripts
      - Looping script
      - Shell
    - Develop a shell fro a flow chart and make a projector file.

- Produce product from designs developed in apply principles in Director using lingo

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14 Resources - print media

- **Desktop magazine**

- **IDN magazine**

- **Industry trends in design & multimedia**

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