R097: Interactive digital media

Key terms

| Interactive	Navigation	Target audience	Assets	Conventions
A computer system that allows the user to actively take part or do something.	Methods used to allow users to move through the product.	The person or group of people that your product is designed for.	Items needed for the product, such as images and videos.	An expected way of doing something.

accessibility	Features of a product that allow users with additional needs to use it independently
asset	Image, graphic, video or sound that needs to be sourced from a third party or created when making a media product
conventions	The method or way something is usually done. In media, the accepted ways that technical, symbolic and written codes might be used. Closely connected to genre and audience
flow chart	Used to plan in a logical way the user interactions and how the product will respond to user interaction
Graphical User Interface (GUI)	The display on a screen that enables a user to interact with the product
interactive	A computer system that allows the user to actively take part or do something, such as stream a video or click a button to make the screen change
navigation	Methods used to allow users to move through the product
navigation diagram	Shows the navigation between different screens and interactive elements and the paths a user might use to move between them
storyboard	A series of drawings showing the development of a story, for example in a video or animation
target audience	A group of people at which a product is aimed; broken down into categories such as age, gender, ethnicity, lifestyle and geographic location
wireframe	Document that uses boxes and lines to visually show the layout and functionality of screens and pages

Assets

File extension	Type of file image / video / audio	Properties
.TIF	Image	High quality image; large file size
.MP3	Audio	Medium quality sound file; lossy compression; small file size
.JPG	Image	High quality image; lossy compression; small file size
.AVI	Video	High quality file; large file size
.MP4	Video	Small file size; relatively high quality
.PNG	Image	High quality image; lossless compression; supports transparency
.AIFF	Audio	High quality; lossless compression; large file size

Type of asset	Choice	Justification
Audio	.MP3	Small file size and commonly supported so would download quickly and not take up much storage space on a device
Video	.MP4	Small file size but relatively high quality so it can be embedded into websites or other software easily without taking up too much storage space
Image	.PNG	Small file size but high quality so it would load quickly if being streamed and would not take up much storage space if being downloaded

Assets fall into three main types: audio, video and image. There are different file formats in each category.

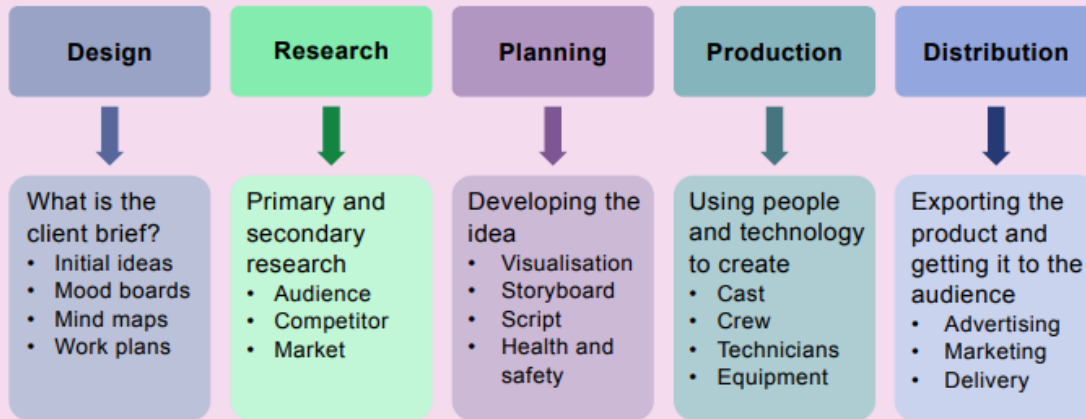## Physical Platforms for interactive digital media

Interactive TV	Mobile Devices	Computer	Kiosk
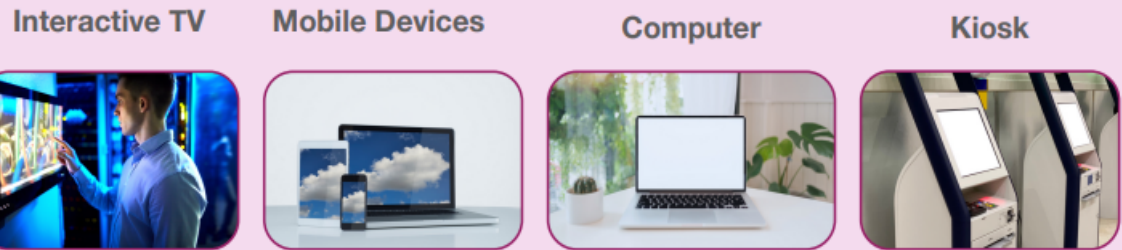
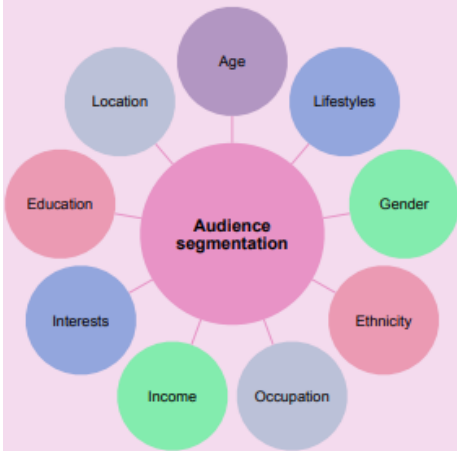| export	The process of making a digital graphic ready for its final purpose or use. Usually exported images are not editable (unlike saving an image).
repurpose	Editing an asset to make it suitable for a purpose, such as cutting down a video to make it shorter or saving an image in a suitable format or size
sourcing	Finding assets from a suitable source such as an image library
template	A document that contains the page layout and style that will be used for the product
version control	The process of saving different versions of a file over time so it is easier to keep track of changes

iMedia: Learning Cycle 1

R091: Interactive digital media

Product back-story

Design	Research	Planning	Production	Distribution
What is the client brief? • Initial ideas • Mood boards • Mind maps • Work plans	Primary and secondary research • Audience • Competitor • Market	Developing the idea • Visualisation • Storyboard • Script • Health and safety	Using people and technology to create • Cast • Crew • Technicians • Equipment	Exporting the product and getting it to the audience • Advertising • Marketing • Delivery

Typography

The choice of font type, size and the way it is emphasised are REALLY important.

Audience segmentation and demographics

Audience segmentation: Age, Lifestyles, Gender, Ethnicity, Occupation, Income, Interests, Education, Location
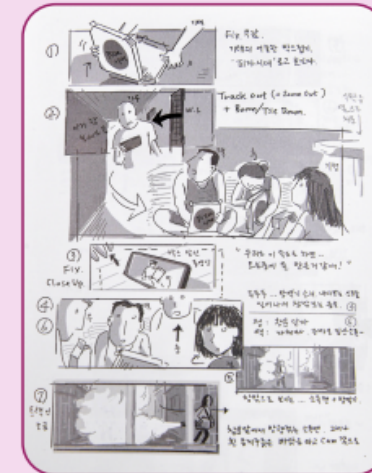
The five purposes

There is always a reason for a product's creation, and this is called its *purpose*.

• **Advertise/promote** To advertise or promote a physical product, service, organisation or idea

• **Educate** To teach or provide instructions for someone to learn something

• **Entertain** To provoke an emotional response, enjoyment or to provide escapism from daily life

• **Inform** To give brief instructions or information without going into depth

• **Influence** To have a persuasive effect on an audience to make a choice, or to change or inform their view

Storyboards

Use the components of storyboards to create your own storyboard frames, either by drawing out what you see in a real media product (a trailer or advert) or by producing an idea for your own storyboard.

Components
• Drawings to show what each shot will look like from a specific camera angle and shot type
• Directions and instructions relating to camera shot, angle and movement
• Length of shot
• Description of the action in the scene
• Sound cues
• Transitions required to connect one shot to the next

iMedia: Learning Cycle 1

R091: Interactive digital media

Key terms

The media industry

client	The company or individual who sets the brief for a media product or service
design	The drafting and refining of ideas for a product
distribution	The promotion and delivery of media products to their intended audiences, both digitally and in physical form
media industry	The companies, organisations and individuals that plan, design, create and distribute media products
pre-production	The phase where ideas are developed, and media products are planned
production	The phase at which media products are created, assembled and finalised
target audience	A group of people at which a product is aimed; broken down into categories such as age, gender, ethnicity, lifestyle and geographic location

Pre-production planning

contingencies	Plans made for a possible situation or event that may happen
defamation	A spoken or written statement that is false and hurts someone's reputation or allows them to be ridiculed or shunned by society
health and safety mitigations	Ways in which the risk of health and safety hazards is reduced or minimised
milestone	A significant or important stage in the development of a project
risk assessment	A document that lists potential hazards, or risks of something going wrong, and puts in place steps to try and lower the chance of them happening
timescale	The length of time available to complete a project, task or activity
workflow	A sequence of tasks or activities that need to be undertaken and the order in which they need to happen

Factors influencing product design

constraint	A limiting factor placed on a project or creative team, that affects the quality and style of the media product that can be made
conventions	The method or way something is usually done. In media, the accepted ways that technical, symbolic and written codes might be used. Closely connected to genre and audience
demographc	A particular section of the population
media codes	Tools and techniques used to construct meaning in media products
primary resources	An original source of information about a topic
secondary resources	A source of information created after the fact by someone who was not there at the time and does not have first-hand experience of the topic or event
segmentatin	A way of breaking down an audience into manageable groups

Distribution

compression	The reduction in the amount of data or information stored as part of an image file when it is being saved
distribution	The promotion and delivery of media products to their audiences, both digitally and in
	physical form
pixel	A tiny square of information/data that makes up a digital image
platform	A technology that has been designed and built to deliver specific media products or content to audiences
resolution	The level of detail that is held in an image that affects how clear it is

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