

Briefing Document: Progression from Foundation Level to Higher Level

This module has been built for Foundation Level students. However, it is possible to progress students from Foundation Level to Higher Level by using the material in this resource. Most of the key steps in the development of the multimedia product need students to carry out work in more depth to go to the next level. The final multimedia product will look very similar at both levels – it is the steps along the way where students need to spend a little longer on the research and development.

Foundation level requirements	Higher level requirements	Extra work needed
<p>Research into existing products</p> <p>Identify how they are used to achieve business objectives</p>	<p>Research into the specific purposes of existing products</p> <p>Identify how multimedia products enhance communication</p>	<p>Expand the research task into looking at a range of business websites and other multimedia products.</p> <p>Identify how businesses use their websites for specific purposes – e.g. marketing new products, showcasing successful products</p>
<p>Research into audience</p> <p>Understand what the target audience expect from the product</p>	<p>Research into the methods use to communicate with target audience</p> <p>Identify issues with accessibility, ease of use, how users interact with the interface (e.g. prefer</p>	<p>Expand the audience research to focus on how existing products engage target audience and methods used to communicate with users</p> <p>Look at the problems user have with accessibility – reading text, using the navigation, user</p>

	familiar and conventional or novel and eye-catching)	<p>journeys.</p> <p>Carry out a short survey to identify whether users prefer the familiar and conventional use of multimedia, or whether novel approaches with eye-catching use of design are more appreciated</p>
Planning – understand the main steps in creating a multimedia product including identification of business purpose, design, development and testing	More detailed planning where students understand the purpose of a structured approach to development of the product	<p>More use of the planning support materials (How to manage a simple project; How to create a Gantt chart in a spreadsheet program)</p> <p>Clear plan produced for development process</p>
Understanding of basic constraints in the use of web based multimedia products (e.g. file size, uploading and downloading times, use of compression)	Recognise the constraints of the use of web based multimedia products and plan accordingly	<p>Make use of the support materials that address issues with file size (How to compress a file; How to upload images; How to add audio to a website; How to upload video to a website)</p> <p>Make use of compression and other methods to ensure realistic download times for website multimedia content</p>
Design decisions and linking design to business purpose (client brief) and	Recognise the use of design features, multimedia, animation and other features in	Extra work on existing web pages that can be enhanced by the use of multimedia

target audience by acting on research findings	website design and apply this to design process	Students could be referred to existing web pages that feature no audio or video and suggest improvements based on inclusion of additional features
Preparation of content – use of simple storyboarding in website and video creation	Preparation of content – use of storyboarding in website and video creation, with recognition of purpose and audience	More detail on storyboards and mood boards to clearly reflect how the user journey reflects the business purpose and target audience
Preparation of content – range to include text, graphics, audio and transitions	Preparation of content – range to include text, images, video, audio, layers, motion, transition effects, timeline	Introduce animation including animated gifs Video is already included in the module – note: this can be optional at Foundation Level, but is compulsory at Higher Level
Integration and testing – collect feedback from users	User test the products	Support given for user testing and collection of feedback already at Higher Level (How to collect and analyse feedback on a project)
Evaluation and action planning – make suggestions to improve the product	Suggest more detailed improvements based on analysis of feedback	Support given for this step to Higher Level (How to collect and analyse feedback on a project)

Other areas covered within this resource

The following additional areas relevant to Higher Level can be found in this resource:

- Understanding the use of copyright
- Business processes, including:
 - talking to clients
 - taking notes in briefing meetings
 - managing a Content Management System
 - undertaking a competitor review
- IT user skills, including:
 - Sound editing using Audacity
 - Gantt chart creating using a spreadsheet
 - Introduction to basic HTML
 - Video editing techniques