Briefing Document: Teacher Support Notes

Introduction

This module has been designed to provide students with a choice of two projects, each of which provides 60 guided learning hours for the Foundation Level Multimedia Unit for the Diploma in IT. Both projects lead students through the creation of a website, with inclusion of a range of multimedia including audio and video. The focus of Project One is a website to showcase musical acts, including creation of an audio showreel and music video. Project Two focuses on a campaign, with inclusion of audio and video promotional material.

Presentation of the projects – meeting the team

The projects are presented through characters who work for **The Agency**, a multimedia company based on an actual business. The **Home** page gives students an introduction to The Agency and explains how to navigate through the site. To meet the team, students click on **The team** tab on the top grey navigation bar. This will take them to a page featuring all the team members. Rolling the mouse over the picture will show them the team names and roles. They can find out more about each team member by clicking on them. The team members are:

- Amin Prenji – Producer
- Emily Williamson – Researcher
- Dan Jacobs – Content Writer
- Qian Lau – Video Editor
- Thomas Clarisse – Audio Editor
- Nicola Watson – Web Designer
- Cassandra Gusev – HTML Coder

Clicking on each team member brings up more information. Students can find out about the role each member has in the **Personal Profile** window. Clicking on **Professional Profile** will reveal information about how each team member's career has developed. The final tab in this window, **Me and my projects**, explains the role each member takes in the two projects students can choose from. Students can move to different team members by selecting their roles in the menu on the left of the screen, or they can go back to the whole team by clicking **The team** on the top menu bar.

Presentation of the projects – the tasks

Clicking on **Projects** in the top menu bar allows students to choose which project they would like to attempt. In both cases the projects are presented as client briefs. The first is based on the music industry – the client is looking for a website for a new band but wants The Agency to produce a demo website first. The second is linked to the charity sector.   In this case, an unspecified charity wants a new website to attract support.   By remaining unspecified, students can choose which charity they would like to feature on their website.

When students have chosen their project, they click on **Start** and this will take them through a series of steps beginning with the client meeting and ending with an evaluation phase. The steps are shown clearly across the grey navigation bar at the top of the main project window. The steps are as follows:

Brief and kick-off
Step 1: Presentation of client brief
Step 2: Introduction of the task by the Producer

Research and planning
Step 1: Introduction of the Researcher, the research task
Step 2: Project planning with the Producer

Production
Step 1: Introduction of the Web Designer, the design task
Step 2: Introduction of the Audio Editor, the audio task
Step 3: Introduction of the Video Editor, the video task
Step 4: Back to the Producer for a stage check
Step 5: Introduction of the HTML coder, starting the website build task
Step 6: Introduction to the Content Writer, the text writing task

Integration
Step 1: Checking the content is all ready
Step 2: Bringing all the content together in the website
Step 3: Back to the Producer to check everything is coming together

Delivery and Review
Step 1: Evaluating the website by user testing and collecting feedback
Step 2: Project sign off

Students navigate through the task either using the **Next** and **Back** buttons, or by clicking on the project stages in the top menu bar.

Using the module - progression

Although this module has been designed for Foundation Level students, it is easy to use the material to go up to Higher Level. Parts of the project steps can be omitted for Foundation Level students – for example, step 2 in Research and Planning where an introduction to Project Management is included. Video content is not necessary for Foundation Level students and can be omitted. However, Higher Level students will need to include video in their final product.

Using the module – support

Students are supported throughout the module with a number of guides and activities. Links to 21 support guides are available by clicking on the blue highlighted words in the text. These can also be accessed from the **Support guides** tab at the top of the screen. These guides cover a range of skills, from simple project management to using Audacity sound editing software for the audio content. They are downloadable as pdf files and can be printed. A full list of the Support guides can be found in Appendix 1.

A **checklist** to monitor the content development is available for download (in MS Word) from the Support guides section. A **template** for students to record their research into their audience and into other products can also be downloaded and used from the same area.

A glossary is also built into the module. Words highlighted in yellow can be clicked on and the glossary entry will appear on the screen. The glossary can also be accessed through the tab at the top of the screen. Click the back arrow to go back to the previous screen.

A set of Flash activities is also available to students. These activities are fully interactive and many have a print option for students to capture their outcomes from their work within them. These are designed to provide additional help with some difficult aspects of the task. For example, a set of three activities (**Clip Selector**, **Adding transitions**, and **Special Effects**) take students through the steps in creating and editing video. At the end of the first two of these activities, students can export their video to the next activity, which gives them a step-by-step way of learning the key steps in video editing. They can find out more about HTML and content management systems in **Web Site Builder** and **Web Page Editor**. Practice in creating a showreel is available in **Showreel Creator**, and animated logo creation is covered in **Animated Logo**. They can also try creating a news story in **News Story Creator**, or learn how to make an appropriate statement in **Making a Statement**. Students are taken to these activities through links in the text. They are also listed

in the **Source files** section (tab on the top navigation bar) under **Activities**. Full information about how to use these activities can be found by clicking on the **Information** and **Help** tabs that run down the right hand side of the activity window. When students have completed the activity, the close button will take them back to the stage of the project they were previously working on.

Creating the audio and video in Project One

To support students in the audio showreel (compilation audio track) creation in **Project One**, a set of 40 music tracks from 20 different genres is supplied. These can be found listed under **Source files** > **Music**. Students can save these files as MP3 tracks by right clicking on them, and choosing **Save Link as**. Information about how to use these tracks to make a showreel is given in **How to create a showreel using Audacity**. When they save the tracks, they can open them in Audacity, iTunes or Windows Media Player.

Video is not a mandatory inclusion for Foundation Level students. However, students can make a short 30 second video by using supplied video clips that accompany a supplied music track. Listed under **Video** in the **Source files** section are 37 clips that have been shot to fit with the song First Day (audio track can be found in the **Music** section of the **Source files**). These clips are in QuickTime format and can be opened and used in most video editing packages (but not Windows Movie Maker). The song can also be downloaded and used as the soundtrack. This allows students to make a simple video without needing to shoot their own film.

For students at Higher Level, they are encouraged to shoot their own video for **Project Two**. Support guides are available to help with this, including **How to use storyboarding to plan a multimedia product**, **How to upload video**, **How to select clips**, and **How to add transitions and effects**. Foundation Level students working on Project Two can omit the video content.

Other documents available

A downloadable pdf explaining the Diploma in IT is available by clicking the **About Diploma in IT** on the white bar at the top of the screen.

A guide to progressing students from Foundation Level to Higher Level by using the material in this module can be downloaded by clicking on the **Higher Level** link on the same bar.

Additional content available through this module

This material has been designed to provide students with an authentic view of how a website would be designed from a client brief in a real

agency. Several support guides have been produced that highlight some of the key areas that agency team members would need to understand. Although students working through these projects will not need to address some of these issues, the guides are there for background information. These include **How to communicate with clients**, **How to take notes in the real world**, **How to manage a Content Management System**, and **How to undertake a competitor review**. There is also an introduction to understanding basic HTML as a support guide and in the two activities, Web Site Builder and Web Page Editor.

Appendix 1: List of support guides for the Multimedia module

How to take notes in the real world

Recording what is said in a meeting with a client is really important. This guide gives you some tips to make sure your note taking captures all the important information.

How to analyse a multimedia product

Understanding how multimedia is used well on the Internet is an important step in developing your own product. This guide helps you focus on the key aspects of a multimedia product and identify what works and what doesn't.

How to assess an audience

Your multimedia product is being created for a group of people who will want to visit it – the audience. Understanding who these people are and what sort of website they will want to see is a key step in building a successful product. This guide gives you some hints about understanding your audience.

How to search on the Internet

Searching the Internet can be time-consuming and unproductive if you don't do it right! This guide gives you some hints and tips for using search engines effectively so you find what you are looking for quickly and efficiently.

How to undertake a competitor review

All successful companies know that they are in competition with other successful companies, particularly in the world of multimedia. Understanding the competition is really important. This guide shows you how you can see who else is in the business and what material they are producing.

How to manage a simple project

Learning how to manage a project is an important part of getting ready to work in the IT industry. This guide takes you through some simple steps to help you to plan your own project, and identify areas where things could go wrong so you can keep your project on schedule and finish your product on time.

How to create a Gantt chart in a spreadsheet

A Gantt chart is a visual way of representing a project schedule and monitoring progress. This guide shows you how to use a spreadsheet program to create a simple Gantt chart that you can use to manage your own project.

How to use storyboarding to plan a multimedia product

Storyboarding is a planning tool that allows you to show the steps through the development of a multimedia product, such as a website or video. This guide shows you how to start the storyboarding process using cards or post-it notes and then move to a presentation software application so all the team can be involved.

How to find ideas for design

Deciding on a design for your multimedia product can be one of the hardest decisions. This guide shows you how to look at existing website designs to get some ideas about what would appeal to your audience.

How to create a showreel using Audacity

A showreel is a compilation audio file that features a selection of music acts from a music agent's books. It is used to demonstrate the musicians and persuade radio stations and recording studios to use the music. This guide shows you how to make a showreel using the sound editing package Audacity.

How to compress a file

Uploading material on to a website can be quite difficult if the size of the file you are using (images, audio or video) is too large. File compression is the name given to reducing the file size by using a codec. This guide explains how file compression works and shows you the best way to compress your files before uploading them to your website.

How to choose the right clips

When making a video or movie, it is really important to select the right clips to fit the message you are hoping to convey. This might be a promotional message or you might be trying to fit a video to a music track. This guide helps you choose the right clips in a video editing package – the first step in creating your professional video content.

How to edit video with transitions and effects

When you have selected your clips and placed them in a timeline in your video editing package, the next step is to choose transitions and special effects that enhance your movie. This guide shows you what sort of transitions and effects you can use and how to create a professional final product.

How to communicate with clients

Talking with clients and keeping them up to date with progress is an important part of managing a project. Although in this project, you won't have opportunity to talk with clients, this guide will help you to understand this process and give you some hints for when you are dealing with clients in the future.

How to use basic HTML

Website builders create their websites in Hypertext Markup Language – HTML. This guide introduces you to how HTML works. Although you will probably be building your website in a web design package, understanding HTML tags is the first step towards professional website design.

How to write for the web

Writing for the web isn't like writing an essay. You have to write concisely with about half the words you would normally use, and you have to space out your writing so people will want to read it. This guide gives you some hints about the best way of attracting and keeping attention on your site by writing the content well.

How to upload images

Every website uses images, and yours will too. This guide takes you through the process of finding images, understanding copyright, and reducing the image file size so you can upload it easily.

How to manage a Content Management System (CMS)

A Content Management System is a system that manages all the material that goes into a website – images, text, audio and video. This guide explains how a CMS works and what it allows the web designer to do.

How to add audio to a website

You will be adding some audio to your website, and you will have to decide whether to embed it (so it plays as soon as someone visits your site) or to allow the user to download it and play it using a hyperlink. This guide explains how to prepare your audio for uploading and how to either embed it or hyperlink it.

How to upload video to a website

Adding video to a website is a similar process to adding audio – you can either embed it or add it as a hyperlink. This guide explains the different video formats you can use on the web, and shows you how to embed your video so it plays as soon as someone visits the site or hyperlink it so visitors can choose to download it.

How to collect and analyse feedback on a project

The final step in your project will be to ask users to test your website and provide some feedback. This guide gives you some hints on how to collect feedback in a way that is easy for the tester and easy for you to analyse.