Creative Imedia Knowledge Organiser – Year 11

R085 – Creating a multipage website

Work Plan

Key term	Definition
Tasks and associated activities	What you will do to create and source content and produce the product.
Resources	The equipment you require to create your product, e.g. pen, paper, scanner, etc.
Workflow	The order that your activities and tasks need to be completed in
Timescales	The deadline that you need to meet.
Milestones	Key aspects of the production that have to be completed before you can move onto the next phase, e.g. planning, creating and evaluation phases
Contingencies	Key time scales might need to be increased or decreased. Having backups of assets that you have sourced, etc.

Target Audience	What it means
Age	There is a clear age range you can aim the product ar, such as 6-12, 13-18, 19-40 or 40+ using the term everybody is too vague.
Gender	Traditionally this is male/female but consider gender neutral approaches as well.
Ethnicity	This is defined as a group that has a common background or culture, e.g. race, religion or language
Location	Is the product aimed at local, national or international? Promotion of a product for each group would be different and needs to be considered.
Income	Affects not just the type of product but where the product is to be made available. This falls under 'need' and 'want'. We need to eat to survive but we don't need to go skateboarding to survive so when we think of income we think of disposable income.
Accessibility	Considers individuals with impaired abilities, such as sight or hearing. So for example a video advert with an audio description could be supported by text placed on the scenes to explain what is being promoted.

Task	Planned time	Resources used	60	10	30	60	20	15	60	75	60	60	60	60	10	20	60
										Time in minutes						
L01 – website evaluations and internet connection methods	60	Powerpoint, computer, keyboard and mouse.	■														
						Milestone											
Spider diagram	10 min	Paper, Pencil, Scanner and email		■													
Test plan	30 min	Microsoft word, computer, keyboard and mouse.			■												
Client Requirement's	60 min	Microsoft word, computer, keyboard and mouse.				■											
Work Plan	20 min	Powerpoint, computer, keyboard and mouse.					■										
Site plan	15 min	Powerpoint, computer, keyboard and mouse.						■									
Visualisation diagram	60 min	Powerpoint, computer, keyboard and mouse.							■								
Asset table	75 min	Microsoft word, computer, keyboard and mouse.								■							
						Milestone											
Website Master slide	60 min	Serif Webplus, computer, mouse and keyboard									■						
Website pages	120 min	Serif Webplus, computer, mouse and keyboard										■	■				
Test table	10 min	Microsoft word, computer, keyboard and mouse.												■			
Folder structure	20 min	Microsoft word, computer, keyboard and mouse.														■	
Evaluation	60 min	Microsoft word, computer, keyboard and mouse.															■

Visualisation Diagram
- A visualisation is a drawing created by hand or digitally showing what something will look like when created.
- They are used to plan for still images or products and can be rough sketch or a detailed final design
- Visualisation diagrams are used to plan for things like costumes, logos, posters, cars or webpage layouts.

Assets/Sources – Put into Asset table
Primary – the images, videos and sounds that you create.
Secondary – the images, videos and sounds you find from the internet.

| Legal Consideration	Definition
Copyright	Is the legal right that allows the owner to distribute, licence and profit from its use. This is relevant to any assets you use on your website and this means that I will reference them on the assets table when I do save them. I am also protected under copyright when I take an image and use this. If I do use images that don't belong to me I need to contact the owner to ask permission and be prepared to pay a fee. Due to this being a school project and the fact that I will not be benefitting financially for the content I use then I will just log it on the assets table.
Trademarks	They are used to identify an organisation or product, for example a logo – this is relevant to web design because usually website contain logos.
Intellectual Property	Usually looks at inventions.
Royalty Free	This means work can be used without the need to pay royalties to the owner of the content. You can do royalty free searches on Google and this is a good way of getting around copyright.

Create a detailed client requirements, on either Microsoft word or PowerPoint, it should include:
1. What the multimedia product purpose is
2. What the client wants you to include in the website
3. What the target audience is
4. What legal considerations you need to consider and why
5. What features you will include in the multimedia product
6. What content you will include in the multimedia product
7. What will the multimedia product colour scheme and house style is going to be

House Style

A company's preferred manner of presentation and layout of written material. This could include colour, typography and layout. This should be consistent throughout.

Sitemap

A site map is a model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages
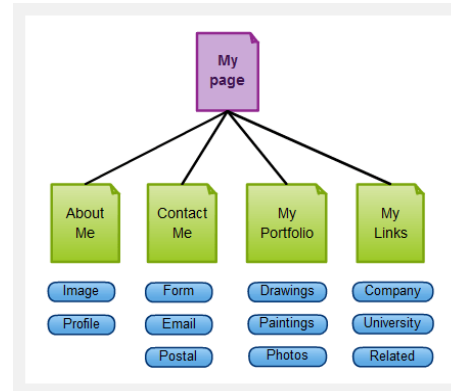
Resources

- Hardware
- Software
- Peripherals

Mind Map

- Central node with the main theme
- Sub-nodes with interconnecting lines/branches
- Text
- Images can also be used

Mood Board

- Generate outline ideas quickly
- Develop and show links between different thoughts, aspects and processes of a project

Version Control

- The management of changes to documents E.g. Website Version 1, Website Version 2, Website Version 3.

Test Plan

- Documents what will be used to verify and ensure that a product or system meets its design specifications and other requirements.

L04 - Evaluation

Introduction – Explain what the coursework was about. Set the scene and describe who your client was and target audience. You can also say what the project was about

What went well with the project? Judge success of a project. You could use a research tool (questionnaire) to gather feedback to use as evidence.
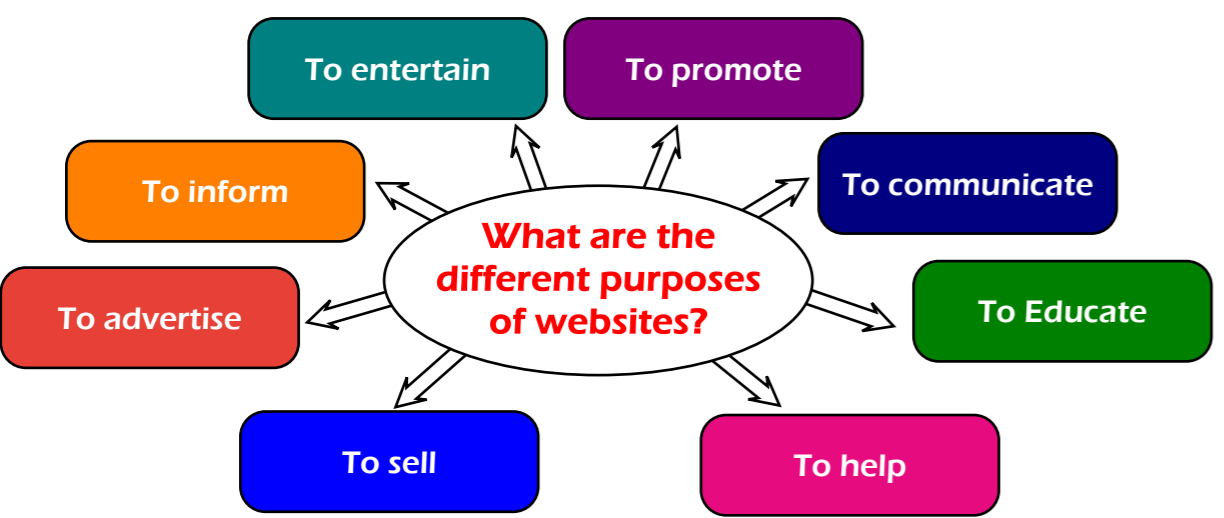
What could be improved with the project? Compare with a similar website could you have added other features to enhance the website and state why these improvements would be valid.

Overall does the project meet the client requirements? Identify positives and negatives in relation to the client brief.

➢ **Don't forget to use P.E.E (point, evidence, explain).**
➢ **Don't forget to include key terms.**

Compare	Analysis	Evaluate
Compare/Contrast identify the main factors that apply in two or more situations and explain the similarities and differences or advantages and disadvantages	Analyse Identify separate factors, say how they are related and how each one contributes to the topic	Evaluate Review the information then bring it together to form a conclusion. Give evidence for each of your views or statements
• Equally • Similarly • In comparison • Likewise • By the way of contrast • Alternatively • Despite this	• Although • In spite of • Accordingly • Moreover • Nevertheless • As a result • Notwithstanding • Consequently • Regardless of • Even if • Since • Even though • Furthermore • The fact that • Hence • Therefore • How • ever • Thus • In addition • While • In particular	**Things to consider** • What is it trying to do? • What are, or should be, the intentions? • Consider aims, purpose, objectives etc. • What are the other ways of doing it? • What are the alternative intentions and strategies? • What is the evidence for and against your views and the views of others that you have considered? **Keywords** • In brief • On the whole • Summarising • Overall • To sum up • Evidently • To conclude • In conclusion • Finally • In summary • To sum up • Overall • On the whole

R087 – Creating interactive multimedia products

Unit R085 Designing a multi-page website - Knowledge Organiser

What are the different purposes of websites?

- To entertain
- To promote
- To inform
- To communicate
- To advertise
- To Educate
- To sell
- To help

What are the different devices used to access websites?

- Mobile Phone
- Smart watch
- Tablet
- Laptop / PC
- Smart speaker
- Games Console
- Smart TV

How does the appearance of websites change on different devices?

1. The screen resolution you are using can change the look of a site.

2. The operating system used can change the look of a site.

3. Fewer images may be used on mobile versions.

4. The web browser used may change things.

5. The orientation can change.

Advantages and disadvantages of using the Internet

Advantages	Disadvantages
1. Easy communication across the world	1. Viruses
2. 24/7 access to information	2. Cyber-bullying / Trolling
3. Entertainment	3. Viruses
4. Online Banking	4. Exposure to inappropriate material
5. Online Shopping	5. Identity theft
6. Learning Resources and information availability	6. Leakage of private information

Which different ways can be used to connect to the Internet?

1. ADSL Broadband over existing phone lines.

2. Cable Broadband -.through cables shared by the TV service

3. Fibre Broadband.- High speed fibre optic cables

4. Ethernet - a cable running from a router / network point

5. Wi-fi - wireless signal from a wireless router

6. Mobile Data 3G and 4G

What are the common features of websites?

- Banner
- Navigation Bar
- Logo / Title
- Shopping basket
- Search bar
- Images
- Multimedia
- Page Titles
- Text
- Internal Links / Buttons
- Social Media
- Web Links
- Email links
- Copyright information

Interactive elements: e.g. rollovers, animations, games, adverts, surveys, forums, quizzes, comment boxes, audio files