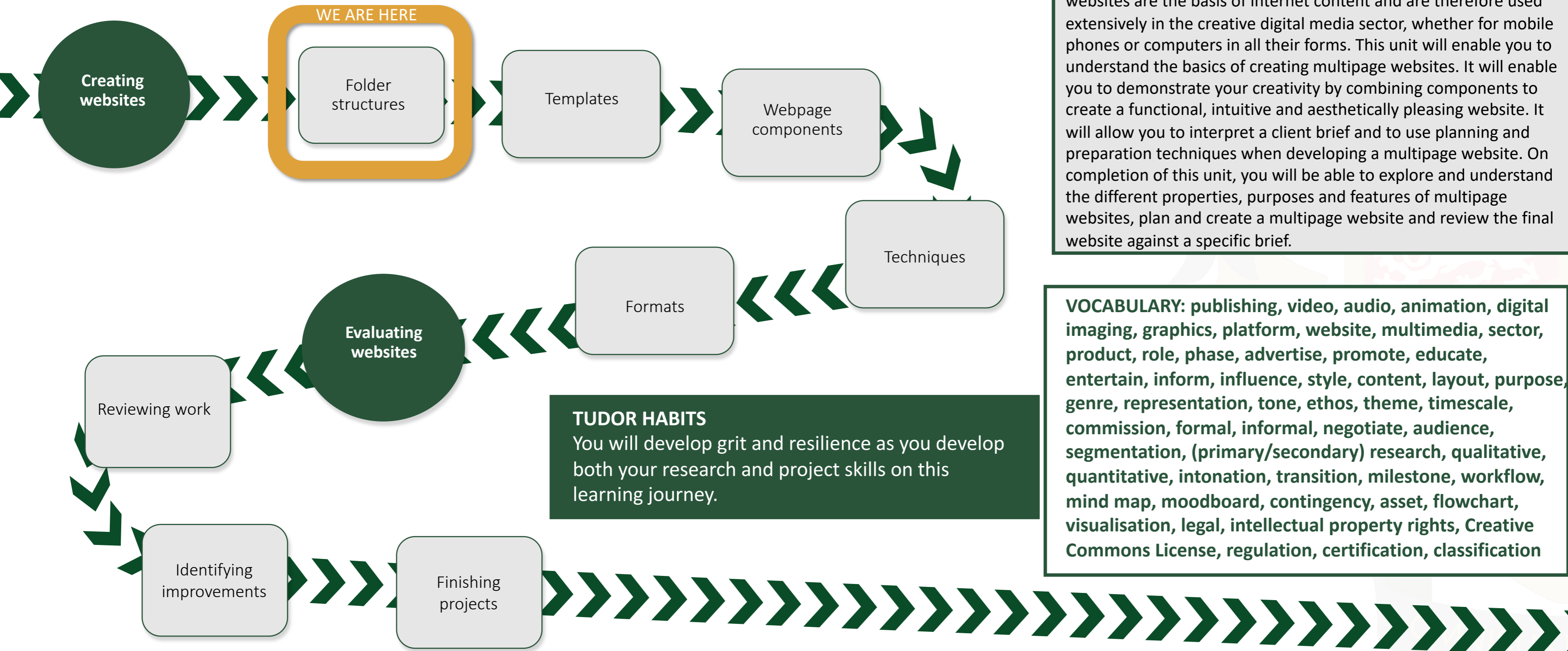




# LEARNING JOURNEY

# CREATIVE iMEDIA

## CREATING A MULTIMEDIA WEBSITE



This unit builds on units R081 and R082 and you will be able to apply skills, knowledge and understanding gained in those units. Multipage websites are the basis of internet content and are therefore used extensively in the creative digital media sector, whether for mobile phones or computers in all their forms. This unit will enable you to understand the basics of creating multipage websites. It will enable you to demonstrate your creativity by combining components to create a functional, intuitive and aesthetically pleasing website. It will allow you to interpret a client brief and to use planning and preparation techniques when developing a multipage website. On completion of this unit, you will be able to explore and understand the different properties, purposes and features of multipage websites, plan and create a multipage website and review the final website against a specific brief.

**VOCABULARY:** publishing, video, audio, animation, digital imaging, graphics, platform, website, multimedia, sector, product, role, phase, advertise, promote, educate, entertain, inform, influence, style, content, layout, purpose, genre, representation, tone, ethos, theme, timescale, commission, formal, informal, negotiate, audience, segmentation, (primary/secondary) research, qualitative, quantitative, intonation, transition, milestone, workflow, mind map, moodboard, contingency, asset, flowchart, visualisation, legal, intellectual property rights, Creative Commons License, regulation, certification, classification

**TUDOR HABITS**  
 You will develop grit and resilience as you develop both your research and project skills on this learning journey.