



LEARNING JOURNEY

CREATIVE iMEDIA

INTERACTIVE DIGITAL MEDIA

WE ARE HERE

Plan interactive digital media

Types of interactive digital media, content and associated hardware

Features and conventions of interactive digital media

Resources required to create interactive digital media products

Pre-production and planning documentation and techniques for interactive digital media

Create interactive digital media

Technical skills to create interactive digital media

TUDOR HABITS

You will demonstrate independence and self-regulation as you develop research and creative digital skills on this learning journey.

Techniques to save and export/publish interactive digital media

Review interactive digital media

Techniques to test/check and review interactive digital media

Improvements and further developments

Interactive digital media products are found across the media industry, in games, websites and apps, learning and knowledge-based systems, simulations and in commerce. At the heart of digital media products is a fusion of media rich content including text, images, sounds, video and animation. This content is combined with UX and UI design to create an immersive and engaging environment which can promote, educate, entertain, inform or influence. In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience. Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.

KEY VOCABULARY:
Multimedia, interactive, element, asset, product