

Instrument of Assessment Internally Verified by: M Millan

Date: 4/9/2017

Assessor: **Fiona McGregor**

Date:

IV Sampled by:

Date:

Result

CQA1.1.9: Assessment Material Cover SheetUnit Number: **HF53 35**Unit Titles: **Interactive Media Composition**Verification Group: **358**Outcome(s): **Interactive Media Composition – Outcome 1**
Version: **1**

Student Name:

Where the assessment has not taken place under controlled conditions the learner should sign and date to indicate agreement with the statement below.

“I declare that this submission is entirely my own work, and any content by other authors has been clearly acknowledged and referenced. I understand that disciplinary action will be taken by the college if this is not the case.”

Student Signature: _____

Date: _____

Assessment Instructions

- You must submit this assignment no later than _____
- This is an open book assessment. There are no restrictions on the materials you may use.
- This assessment will be graded Pass or Fail
- To achieve a Pass you must complete **the task successfully**. This is detailed on the following pages.

If your work is graded as “Fail” you will be given a re-sit. If your work is graded as “Fail” on your second attempt, you may be given a third and final assessment **but only if agreed by the members of your staff course team**. For detailed information on the college’s assessment policy please refer to the college intranet policies area or ask your Lecturer.

If you are not satisfied with the grade awarded by your Lecturer, you should speak to your lecturer in the first instance. If you are not satisfied with this response then the Lecturer or Curriculum & Quality Leader will refer you to the college’s appeals procedure.

Impartial advice about the college appeals procedure is available from your student advisor.

Outcome 1 - Analyse the key theories used in the composition of interactive digital media products.

BEFORE SUBMISSION:

Make sure you have a **front page** with **your name** and the **title: IMC Assessment**
Each section of the report must have a **clear heading** that **matches the checklist**

SUBMISSION TO MOODLE

Your completed report – save as **YourName IMC1 report**
This assessment document with your name on the front page and the checklist ticked off – save as **YourName assessment signed**

Assessment Task

Produce an illustrated report in the region of 800 - 1000 words

The content of the report will be based on your research and analysis of **3 different websites**. It should cover each component listed in the checklist on the next page.

You should include screenshots relevant to each item on the list

- Some screenshots may cover multiple points but these should be clearly identifiable
- Use the snipping tool and don't distort the image

All points on the checklist must be **covered at least once** between the three websites.

No need **to cover all points 3 times!**

	Websites
1	https://www.bbc.co.uk/
2	https://www.workaway.info/
3	https://www.sqa.org.uk/
	Alternatively, you may choose one of your own instead of one of the three given.

Illustrated Report Checklist	
<p>1. Devices, screen sizes and platforms– What impact do different devices, platforms and browsers have in design considerations when developing a website. Describe what design considerations have been applied in the design of one website.</p> <p>2. Methods of interaction Identify what different ways a user can interact with one website site, giving examples of multiple ways to complete the same task. This could include things like a search box, drop down menus, image links etc.</p> <p>3. Visual For each of the following explain how a website has used them and whether they have done so effectively:</p> <ul style="list-style-type: none"> • Visual Hierarchy • Consistency • Balance • Emphasis • White Space • Unity <p>4. Composition For one of the websites, analyse and describe the overall composition that has been used and comment on whether you think it effective of not and why. <i>For example, this could include a recognised type of layout (e.g. single visual with centre of interest, F or Z layout), use of ratios or rule of 3.</i></p> <p>5. Colour Describe how colour has been used on one of the websites, giving reasons for your answer. <i>For example, is there an obvious colour scheme? Are there base and highlight colours? Does the colour scheme complement the brand? Do you think the way colour has been used is effective?</i></p> <p>6. Typography Describe what type of fonts have been used on one of the websites? Serif/Sans serif? Has a brand font been used? Is content easy to read? Has contrast of fonts been used?</p> <p>7. Digital Images and effects Describe how images/photos have been used and if they have been used effectively. Are they relevant to the content? What effects or styles have been used on images to enhance them</p>	

End of Assessment