Client Brief

I have been asked to create an interactive multimedia product to provide information for a local area which will be used by visitors and tourists that come to the area. It can include any details of the local area such as accommodation, food, places of interest to visit, local events, shopping and local markets, libraries, museums, parks, water-skiing, skateboarding and other local activities. There is no format shown in the scenario so I will need to include links in the interactive product so the user is able to navigate through the product easily with no technical issues. The local area I am going to do is Milton Keynes. This is because there are lots of activities you can do there and there are parks and tourist attractions for people to go to. There are also theatres, concerts and shopping centres which people will go to a lot which will also be enjoyable for lots of people that will want to visit.

There is also no specific target audience stated so I can do it for any age. I have chosen to do it an age range of 15-23 years old of any gender. This is because the activities that are in Milton Keynes are suitable for this age range and the concerts, parks and activities will be popular with this target audience as they will find them entertaining and it will be a pleasant experience for them. After teens complete their GCSE’s they can go to Milton Keynes for a few days as a way to celebrate their exams finishing. Also, for people in university they can take a little break and visit as a tourist so they can relax. Furthermore, teenagers like to enjoy themselves so the parks, shops and food will be of interest to them and will attract them to the town more. Lastly, they also have a Colour Obstacle Rush event which is the biggest run in the world that combines the fun of colour and obstacles. Altogether about 500,000 people take part in the 5km obstacle run. It is available for over 12 year olds which is suitable for the target audience and teenagers especially will have a lot of fun as there is colour everywhere along with enjoyable activities which will successfully entertain them. It takes place every year including Milton Keynes so when people visit there they can take part in it on the 30th May 2020 and book tickets for it.

When I am making my interactive multimedia product, I cannot use anything that is subjected to copyright as it is illegal to take people’s creations and claim them as your own. If I really wanted to use an image of the town for example then I need to contact the owner of the image by email, phone or face to face depending if they have left any contact details. The Copyright and Patent Act 1988 is the act where creators have the right to control their musical, artistic and literary work and not let anyone use it without permission. However, most copyright is ended after 70 years of the creators’ death and only 50 years for computer generated work so after this it will be ok to use the image without their permission as the copyright has been taken off. When I want to use an image I will look for the date it was published on and try to find the owner of the image. If I cannot find the owner of the image or they did not leave any contact details then it would be better not to use it as I can get fined from £150 up to £114,000 depending on the image used if I do not ask for permission first.

Needs to include details on the local area such as accommodation and food, places of interest, local events and activities, shops, museums and parks so tourists know where to go and what to do when they are there.

The interactive multimedia product will be done on Microsoft PowerPoint as there are hyperlinks on it and there is more tools to use which makes it easier to make.

There is no specific target audience shown so I am going to do an age range of 15-23.

It needs to include features such as hyperlinks, videos, sound, hotspots, animation, maps and navigation bar which helps the user navigate through the website easily.

I will need resources such as pencil, paper, access to the Internet, and Microsoft PowerPoint. PowerPoint is going to be used to create the IMP and the Internet and PC is needed to create my mood board and mind map.

It needs to have a colour scheme on it throughout which reflects the theme of the interactive multimedia product. It also needs to engage the target audience so they will want to continue using it.

I will be using assets to create the website such as images of Milton Keynes, the activities there, the concerts and more. I will also be adding videos and sound to the website which I need to look for online. These are going to be used to fit the theme of the town and further engage the audience to visit.

I also will use paper and pencil to plan my comic out and if I need to make any changes I can rub it out and make improvements. The computer will also be used to create the actual comic on comic life 3. Additionally it will be used to find assets and contacting owners if I can use their pictures to avoid copyright.

My initial thoughts of the interactive multimedia product is that it needs to be engaging so that the user can easily navigate through the product to find out more information about the town. If some of the links do not work, then the user will lose interest as they will not be able to get anything to work and may discourage others from using it. This ultimately leads to not many people using the interactive multimedia product. It also needs to have a lot of information about the things you can do there so the user is aware of what to expect and where to go once they have arrived there. The intended target audience is 15-23 years of age so the multimedia product needs to contain activities that are suitable for this age as they will not want to see children’s parks for example.

I will be using paper and pencil to plan out my interactive multimedia product because if I need to make any changes to the interactive product then I can easily rub it out and try different layouts to suit the target audience.

Previous skills and knowledge

I have previous skills and knowledge as I have made a website on Microsoft PowerPoint in Year 6. Because of this I know how hyperlinks work in PowerPoint and I can use that to my advantage as I will be able to do it faster and therefore I can add more information onto the multimedia product such as more images or information about the activities.

I also have used Adobe Fireworks before for R082 and R084 so I can easily edit images and crop them so I can put them into my product. I also know what most of the tools do so I can edit my images appropriately depending on how I want to set it out onto the IMP.

I have also purchased a revision guide (Creative iMedia Level 1/2) to gain lots of information on what to include in my work and how to include this. The revision guide states how I can include other things that will make my work better such as a mind map and mood board. These are important to include because the mind map says what I should consider in my work such as font colour, images and text whilst the mood board has ideas that I could implement into my work.