

# Knowledge Organiser (LO1): Elements

You must be able to identify a wide range of multimedia products, where they are used and give details of their design principles

Multimedia Elements	Design principles.
<b>Colour Scheme</b>	Colour scheme must be chosen to suit the purpose for the target audience. The choice of colours cannot be accidental and there should be serious consideration of the reasons that a specific range of colours have been chosen. A consideration of combination of colours in a product must also be considered should be chosen to meet the purpose of the product. All choices must be compatible with the scenario and the users needs are the important considerations for choosing the colour scheme.
<b>House Style</b>	The house style is a consistent use of all elements throughout the whole product. House styles maintain a common layout, colours and fonts. A house style is typically maintained by creating a template. An organisation will wish to maintain the house style across all their documentation and products so for their customers can immediately recognise it.
<b>Layout</b>	Layout is how the design of certain elements are positioned within a product. The position of headings, images, font size, colours and other elements have been decided after planning using visualisation drawings to assess the most appropriate layout. The layout will be completed after taking into consideration users needs and the target audience.
<b>GUI (R087)</b>	Graphical User Interface must be easy to use by everyone who access the multimedia product, whether it is a DVD interface, kiosk interface, touchscreen or mouse controlled user interface. The GUI will have a layout that the user finds accessible and easy to navigate. A GUI design will be assessed with visualisation diagram to determine where navigation the best button size and placement or if hyperlinks are used.
<b>Accessibility</b>	Accessibility is about making a multimedia product available to a wide range of the community through good design. A range of multimedia elements come together to improve accessibility; such as, colour scheme, size of fonts, GUI design, layout. The multimedia product, such as a website or DVD, might be able to display the content in different languages to make it available to a wider community.
<b>Navigation methods R085 and R087</b>	The choice of navigation method is important to enable the user to be able to use the multimedia product. This could be using different forms of input technology such as voice control, hand gesture, touch screen, keyboard or mouse. It is also about how the multimedia product interacts with the users input to enable the user to be able to easily use the multimedia product.

# Knowledge Organiser R087 (LO1): Multimedia Products

You must be able to identify a wide range of multimedia products, where they are used and give details of their design principles

Multimedia Products	Design principles.
<b>Websites</b>	<p>Websites are an interactive multimedia product that can be accessed by users who have a connection to the internet. Websites are built using a wide range of multimedia elements (see previous page). A computing device that is able to run a web browser with an internet connection is required. Navigation is either through touchscreen or mouse control. Performance is related to the speed of the internet connection and the quantity and size of the multimedia elements built into the web page.</p> <p>Websites are used extensively for on desktop and mobile computers to access a wide range of multimedia elements. Websites can provide audio streams (e.g. Spotify) and video (e.g. YouTube and iPlayer). Generally the more multimedia elements that are present requires higher speed internet connections to make their operation smoother.</p>
<b>Information Kiosks</b>	<p>Information kiosks are a wide range of multimedia products such as bank ATMs, supermarket self service checkouts, hospitality kiosks, airport check in kiosks, tourist information kiosks, railway ticket machines and fast-food order points. These multimedia products are usually single purpose machines that need special hardware and software to make them operate. Generally they have a large touch screen and some have audio capabilities. They can also have peripheral technologies printers for tickets, and cameras or small keypads. Information kiosks are usually limited by being positioned in a fixed location and wired to a network connection to provide information from a database system.</p>
<b>Mobile phone applications</b>	<p>Smartphones are able to support a wide range of multimedia elements. With high performance touchscreens, WiFi, Bluetooth, motion sensors, speakers, microphones, they provide smartphone applications a wide range of possibilities. The majority of smartphone applications rely on an internet connection and use the touchscreen to operate the software. The GUI can use buttons or hyperlinks as well as other integrated sensors. The hardware is usually fixed at purchase with the exception of some allowing the addition of memory cards. Smartphones are able to produce a range of multimedia elements, such as audio, video and still images. Smartphone applications can have a different layouts, GUIs and do not always have the same appearance. Touchscreen technology makes accessibility difficult with visual impairments.</p>
<b>E-learning products</b>	<p>E-Learning products will use a wide range of multimedia elements such as video, audio. E-Learning can be provided on DVD, where the user navigates by selecting the content and viewing a video or some software that is included on the DVD disk. The user is limited to using a computer with a DVD drive to see the video content and to run any software. More recently, e-Learning is also provided through websites which can be accessed from a wider range of devices.</p>