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| **Marlwood School**  Information Technology | | | | | | | | | | | | | |
| BTEC INFORMATION TECHNOLOGY ASSIGNMENT FRONT SHEET | | | | | | | | |  | | | | |
| **Centre No:** | **5** | **0** | **5** | **0** | | **3** | **Candidate No:** | |  | |  |  |  |
| **Student Name:** | | | | | | | | | | | | | |
| **Unit & Assignment Details (number/titles)**  **Unit 43 – Multimedia Design Assignment 1 of 2** | | | | | | | | | | | | | |
| **Marked by:** | | | | | | | | **Verified by:** | | | | | |
| **Date Issued:** | | | | | **Completion Date:** | | | | | **Submitted on:** | | | |
| **The work for this assignment must be submitted in accordance with the instructions given at the end of the assignment. Students are reminded that all deadlines must be met.** | | | | | | | | | | | | | |

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| **Student declaration**  I declare that all the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which I worked, and that no part of it has been copied from any source. I understand that if **any** part of the work submitted for this assignment is found to be plagiarised, none **of the work submitted will be allowed to count towards the assessment of the assignment.**  **Signed…………………..……………………………Date………………………………………………….** |

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| **Criteria Awarded:**  *(please list all p, m and d criteria achieved)* | **PASS** | **MERIT** | **DISTINCTION** |
| **Teacher feedback: Date:**  Signature…………………………… | | | |
| **Student Feedback:** | | **Action Plan:** | |

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| **ASSESSMENT EVIDENCE RECORD SHEET**  **Unit 43: Multimedia Design** | | | **Student Name:** | |
| **Criteria Ref** | **The Student must show he/she is able to:** | **Achieve Y/N** | Source | **Teachers comments** |
| **P1** | Explain how multimedia is used to meet business objectives |  |  |  |
| **P2** | Design a multimedia product for a specified business need |  |  |  |
| **P3** | Identify how the elements of the content will be sourced |  |  |  |
| **P4** | Develop a functional multimedia product for a specified business need |  |  |  |
| **P5** | Set up software and display devices appropriately to display multimedia outcomes |  |  |  |
| **P6** | Review a multimedia product using user feedback. |  |  |  |
| **M1** | Demonstrate initiative and imagination in meeting user requirements |  |  |  |
| **M2** | Demonstrate advanced skills in producing a complex product |  |  |  |
| **M3** | Adapt a product in line with user feedback. |  |  |  |
| **D1** | Produce a complex, high quality, fit for purpose multimedia product |  |  |  |
| **D2** | Reflect on feedback, suggesting future developments. |  |  |  |

Grade based on criteria met: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Teacher Sign: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

Verifiers Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sign:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_

**Assignment 1 – Why Multimedia?**

**Scenario:**

You are working as a junior designer for a company called Elite Media. Elite Media helps businesses, including schools to use Multimedia for promotion. They need you to produce a PowerPoint for retail companies that explain different multimedia techniques and examples of where they have previously been successful in other companies. This can be presented to prospective companies to show them how using multimedia can improve the effectiveness of promotion.

**Task 1 (P1):**

Within the PowerPoint presentation called ‘Why multimedia?’ you will need to outline the given pieces of multimedia. For each piece of multimedia you will need to discuss:

* A definition
* Purpose
* The intended audience
* State an example of where this multimedia has been used successfully within another retail company

**Marking Criteria: explain how multimedia is used to meet business objectives P1**

**Format to be assessed: PowerPoint discussing the use of multimedia.**  **You have two weeks to complete this task.**

*Assessment Criteria*

You must achieve all pass criteria for a pass all merit criteria for a merit and all distinction criteria for a distinction.

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| **(P1) For Pass you must** |
| Explain how multimedia is used to meet business objectives |