

R097 Interactive digital media

Examples of interactive multimedia kiosks

An interactive multimedia product uses technology to allow a user to change what they see, using hyperlinks. Examples include, websites, kiosks and apps.



Websites: available on many platforms. Users can interact with touch screens, computer mice and voice commands.



Information Kiosks: available in real life locations. Accessibility must be considered so a wide audience can use it.



Mobile Apps: available on smartphones and tablets. Touch screens needed but some will also use voice commands.



E-Learning Apps: available on many platforms. So will use the same inputs as websites or mobile apps.



Video games: available on many platforms, some of which are designed for them with their own peripheral. GUIs not always similar.

File formats

Interactive multimedia products consist of multimedia, which includes images, sound, video and text. All these form of media can be saved in different file formats, as below.

Media	File format
Image	JPEG, TIFF
Sound	MP3, WAV
Video	MP4, MOV

Graphical User Interface (GUI):

This is how the user interacts with the interactive multimedia product. A GUI uses Windows, Icons, Menus and the mouse pointer to help the user navigate around the layout. It is important that users find it easy to understand. For example: making a button look like something that should be clicked.



House Style:

A house style includes a consistent use of fonts, colour scheme and a logo. Through the consistent use, the audience will be able to recognise the brand.

Brand identity at a glance

Logo suite

Color breakdowns

Typography

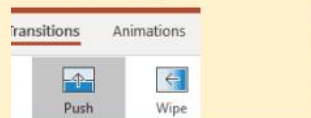
Tone of voice: How we talk is as

Colour Scheme:

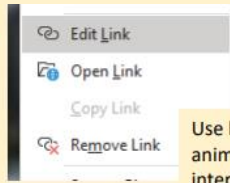
The colour scheme not only has to meet the purpose of the product but also meet the expectations of the target audience. So a product aimed at a young audience will have many bright colours and one aimed at an older audience may use 3 dark colours and 2 bright colours.



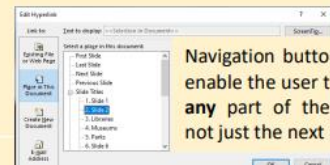
Use **Master Slides** to prepare background and font styles.



e transitions and animations



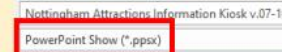
Use hyperlinks and/or animation triggers to interact to user inputs.



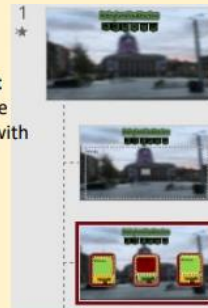
Navigation buttons should enable the user to jump to **any** part of the product, not just the next page.



Include video and audio



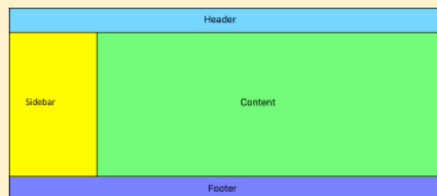
Export the final product as a suitable file type.



Maintain a **consistent** theme throughout the multimedia product with master slides.

Layout:

This is how the multimedia elements are positioned, there are typical locations that users will expect content to be. For example, navigation will be on one side of the screen rather than be in the centre where content will appear. You need to keep a consistent layout throughout your product with a slide master.



Accessibility:

This is about making interactive multimedia products usable by everyone, regardless of ability.

If your audience is from a different country, you will need to add language options or use images instead of text.



An older audience may have issues with reading meaning that the font size will have to be bigger so they can read it more easily.

Factors that affect performance

Have you ever been searching the internet or watching Netflix on your phone and suddenly it will freeze or take a long time to open pages, this is due to poor network performance? Something is preventing the pages from opening fast or the Netflix film to download fast. There are many reasons why network performance can be affected. Some of these reasons are as follows:

- Low bandwidth.
- Type of network hardware you are using, for example, copper cable, instead of fibre optic cable.
- Using high quality media, for example, TIFF files for images instead of JPEG or PNG.
- How many users are using the network at one time.