

Task 1

Task 1 – Planning your IDMP

In this task you will generate an original idea for your IDMP and plan the creation of your product

MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
<p>Produces a basic interpretation of the client brief.</p> <p>Explanation of how the intended product meets the client brief and why it appeals to the target audience is limited.</p>	<p>Produces an adequate interpretation of the client brief.</p> <p>Explanation of how the intended product meets the client brief and why it appeals to the target audience is sound.</p>	<p>Produces an effective interpretation of the client brief.</p> <p>Explanation of how the intended product meets the client brief and why it appeals to the target audience is comprehensive.</p>
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–8 marks
<p>Produces basic pre-production and planning documentation.</p> <p>Pre-production and planning documentation support the creation of few elements of the final product.</p>	<p>Produces adequate pre-production and planning documentation.</p> <p>Pre-production and planning documentation support the creation of some elements of the final product.</p>	<p>Produces detailed pre-production and planning documentation.</p> <p>Pre-production and planning documentation support the creation of all elements of the final product.</p>
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
<p>Demonstrates limited understanding of how assets will contribute to the effectiveness of the final product.</p>	<p>Demonstrates sound understanding of how assets will contribute to the effectiveness of the final product.</p>	<p>Demonstrates comprehensive understanding of how assets will contribute to the effectiveness of the final product.</p>

Task 1a

Produce an interpretation of the client brief:

- decide on the target audience, identifying **who they are** and what would appeal to them
- generate original ideas to meet the client brief
- generate ideas for the content of your IDMP
- **explain** how your ideas would meet the client brief and appeal to the target audience

MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
Produces a basic interpretation of the client brief.	Produces an adequate interpretation of the client brief.	Produces an effective interpretation of the client brief.
Explanation of how the intended product meets the client brief and why it appeals to the target audience is limited .	Explanation of how the intended product meets the client brief and why it appeals to the target audience is sound .	Explanation of how the intended product meets the client brief and why it appeals to the target audience is comprehensive .

Task 1a – the markgrid

MB3: 5–6 marks

Produces an **effective** interpretation of the client brief.

Explanation of how the intended product meets the client brief and why it appeals to the target audience is **comprehensive**.

“**Comprehensive**” – in detail, including a range of different points

“**Interpretation**” – what **you** think it means. You will get no marks for just copying it out

Part of this is generating ideas to meet the project brief

You can **generate ideas** using pre-production documents - see Task 1b (slides 5 & 6). This scores marks in row a and row b of the markgrid

Task 1b

Produce relevant **pre-production** and **planning** documentation

- show the **layout** of your IDMP
- show the **content** of your IDMP
- show the functionality of your IDMP (how it links)
- decide how you will test/check your IDMP (test plan)

MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–8 marks
Produces basic pre-production and planning documentation.	Produces adequate pre-production and planning documentation.	Produces detailed pre-production and planning documentation.
Pre-production and planning documentation support the creation of few elements of the final product.	Pre-production and planning documentation support the creation of some elements of the final product.	Pre-production and planning documentation support the creation of all elements of the final product.

Task 1b – the markgrid

MB3: 7–8 marks

Produces **detailed** pre-production and planning documentation.

Pre-production and planning documentation support the creation of **all** elements of the final product.

All elements include svideo, audio, buttons etc...

“Detailed” – with an appropriate level of detail

Some pre-production documents can be used to help generate ideas (task 1a)

Pre-production documents:

- mindmaps
- moodboards
- wireframe layouts
- storyboards (e.g. for videos)
- structure charts (for navigation and hierarchy)
- template/master page design
- asset table

Templates are provided for a test plan, assets table and storyboard. You may choose to use this. You must say where you got the template from (see slide 9)

Task 1c

Identify the assets required and explain their planned use in your IDMP

- identify **what assets** will be needed and **where** they will come from
- **explain** where, how and why they will be used
- explain what **properties** your assets will need to be suitable for your IDMP (e.g. filesize, physical size, file type etc..)

MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
Demonstrates limited understanding of how assets will contribute to the effectiveness of the final product.	Demonstrates sound understanding of how assets will contribute to the effectiveness of the final product.	Demonstrates comprehensive understanding of how assets will contribute to the effectiveness of the final product.

Task 1c – the markgrid

MB3: 5–6 marks

Demonstrates **comprehensive** understanding of how assets will contribute to the effectiveness of the final product.

“Comprehensive” – work produced is complete and includes everything required to show understanding

You need to cover all the different types of assets you will use – buttons, video, audio, images etc...

A template is provided for an assets table. You may choose to use this. You must say where you got the template from (see slide 9)

Task 1

Templates:

Templates are provided by the exam board

Three of them – an assets table, a test plan and a **storyboard** – might be useful for task 1

If you use a template you must say where you got it from – for example, “OCR provided template”