Task 3

Task 3 – Reviewing your IDMP

This task is about:

1. **testing** that your product works
2. **reviewing** it against the **client and audience needs**
3. making **suggestions** for **improvements** and **developments**

There are **16 marks** available here:

- use the **test table** provided for the first part of 3a
- you will need to write paragraphs as well

Task 3a – testing

MB3: 8–10 marks

Testing/checking is **fully** effective in reviewing technical properties.

Review demonstrates **critical** understanding of the effectiveness of the final product for client and target audience.

Testing **each part** ("fully") of your product to check that it works. **A test table is provided** This means **each** button, **each** video, **each** page etc…
You need to check how **effective** each of your assets is

How **well** does the product meet your **client's needs** and what you thought your **target audience** would need

You wrote about these in **Task 1**. Go back to it and read what you wrote! Then write about how **effectively** you've met them
In particular, how **effectively** do the **assets** that you've used (images, video, audio etc…) meet these needs?

Task 3b – developing

MB3: 5–6 marks

Recommendations demonstrate **comprehensive** understanding of areas for improvement and further development.

Recommendations are **fully** explained.

Explain:

- How could you **improve the assets** used in your IDMP?
- How could you **improve** your completed IDMP?
- How could you **develop** your IDMP if it was going to be added to?

Be realistic about what's possible, but imaginative about what could be done

Comprehensive: "the work is complete and includes everything required" – it covers all parts of the product

Fully: "the work is complete in range and scope" and ideas are "fully developed" and realistic

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