UNIT 17D MULTI-MEDIA EVALUATION REPORT

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Contents

Linear Product

User Requirements

I was tasked with planning, developing and testing a linear multi-media product. The requirements of the brief were to create an automated PowerPoint presentation, on the topic of protecting the rainforest for a multi-national charity (The Rainforest Conservation Association, known as the RCA). I was asked to produce this product to explain the importance of conservation, protecting the rainforest environment, and saving the indigenous wildlife species which inhabit the rainforests.

The purpose of this linear product was to educate and inform key stage level 4 pupils about the work of the charity (the RCA), enlighten them on the topic of rainforest conservation and encourage them to get involved with the organisation's work. The aim of the product was to inform and educate them on the topic of rainforest conservation. Alternatively, it could also be used as teaching resource for teachers to present to their students.

I have designed and created this presentation using PowerPoint software and produced a video using my smartphone and windows movie maker free editing software. All my assets have been documented and updated within the assets tables contained in the previous reports, 17B and 17C.

Feedback for Linear Product

Peer's Feedback

James Saunders – 11/12/2017

Did the presentation have a clear introduction?

Yes.

Did the presentation use any animation and was it effective?

No, the presentation did not contain any animations.

Is the audio clear?

Yes, the audio is clear.

Was the content clear, with appropriate grammar and spelling?

Yes, very clear.

Did the presentation get the message across for the target audience?

Yes, it was a very clear message and the content was relevant to the audience.

Is this presentation self-running?

Yes, the presentation is self-running.

<u>What do you think about the design and can you make any suggestions to improve it? E.g. colour, images, fonts, etc.?</u>

Replace the image on the start of the presentation as it is unclear and blurry. Replace the image on destruction and loss of the Amazon rainforest as it is also blurry. The colour scheme was good, and the design was interesting.

<u>Harry Blair – 13/12/2017</u>

<u>Did the presentation have a clear introduction?</u>

It is clear.

<u>Did the presentation use any animation and was it effective?</u>

No animations in this presentation.

<u>Is the audio clear?</u>

The audio is very clear.

<u>Was the content clear, with appropriate grammar and spelling?</u>

The content, grammar and spelling were spot on.

<u>Did the presentation get the message across for the target audience?</u>

Yes, I received the message loud and clear.

<u>Is this presentation self-running?</u>

Yes.

<u>What do you think about the design and can you make any suggestions to improve it? E.g. colour, images, fonts, etc.?</u>

A few of the images were blurry and the green design was a little bright, but the design was good, and the content was relevant. I think that you should change the blurry images and change the green text to something less bright.

My Review of Peer's Feedback

I believe the feedback submitted to me was fair and balanced, I would've liked a more detailed review of the product, but the feedback is clear if a little brief. The overall impression was that the images I used were of very poor quality and I have since corrected the images using photoshop to adjust the quality and export each file as a PNG file to make it transition more smoothly when I resize the image. I have also updated the assets table to show this.

The comment was made to me about the green text on the black background in the presentation, I must admit I thought back to my earlier comment in a previous report of it reminding me of a "Shrek" green (whenever I think of the green title for the movie "Shrek"), I decided to revert to my alternative design for the presentation and just use the crisp clean white text on a soothing grey-black background. I believe this design looks much more appealing to the eye and I am very happy with the finished look of the presentation.

I am very happy that the users liked my presentation and the message got across to the audience as I intended. I did not include any animations as I didn't want to take away from the serious tone of the presentation, I also thought that due to my lack of experience creating animations - it would be best to leave it as I did not have the time to learn how to create one.

Evaluation for Linear Product

The point of this presentation is to introduce the work of a charity and to educate key stage 4 pupils, about the conservation of the Amazon rainforest. I believe I have fulfilled this purpose because, the information contained on each slide on my presentation is concise, accurate and relevant to the individual slide they reside within. At no point does my presentation veer off on a tangent, it always remains relevant and clear.

I have included and covered, the basic topics of discussion that I feel are essential when discussing the protection of the Amazon rainforest, and all information has been thoroughly researched for a surmised presentation, which contains all the key facts that are vital to any student or individual studying the topic.

The target audience of this product is key stage 4, GCSE pupils and I believe I have met this requirement by producing a smooth presentation with key information that has been condensed to convey the key ideas and points to the audience without putting them to sleep.

I feel the main idea was to present accurate information in an eloquent and concise fashion. This required manipulating the text around and underneath the images on each slide to allow the students to become interested without pointless amounts of detail without reason. Therefore, I have added titles to each of my 12 slides so that the viewer can be given a quick insight into the content of each slide without having to read the whole slide first – this allows the viewer to pay attention to the information that they require, without forcing them to sit through 30 slides of dictionary drivel.

I haven't "dumbed down" the vocabulary of the presentation as I believe due to it's educational purpose, why not kill to birds with one stone? So, at the same time they are learning about conservation, they are also improving their English skills, its an added bonus, the information is concise enough to read quickly yet written to engage their attention.

To conclude my evaluation, I believe that the finished linear product has met all the requirements that were stated in the client's brief and that my product is highly suitable for the purpose with which it was designed and developed. And I am happy with the product.

Design Constraints for Linear Product

There were three constraints for this project: time, budget and skill level. I did not have a lot of time to create the video for my product, I did not have the money to produce a high-end, quality video nor the skill or tools to create anything to a professional standard.

I only had a short amount of time to write the script, learn it, film it and edit the footage so I didn't have any time to be more creative. I had to rely on free software and a smartphone to produce the video and I had to write and edit the video myself. The resulting video is suitable for the purpose it has, but, If I were given the opportunity, a better budget and some more time - I would have liked to create something a lot better.

Regarding accessibility, I have no prior experience or skill with creating presentations for those with hearing or eye impairments, so I could not implement anything to provide for those with these difficulties in the amount of

time I had to develop the product. Again, if given more time, I could amend the product to suit those with difficulties.

Justifications for Linear Product

I amended my design to a grey/black and white colour scheme to create a minimalistic style. I also changed the font from Helvetica to Rockwell (body) because I think Rockwell looks smoother than Helvetica against the dark background (as shown in the screenshots below).
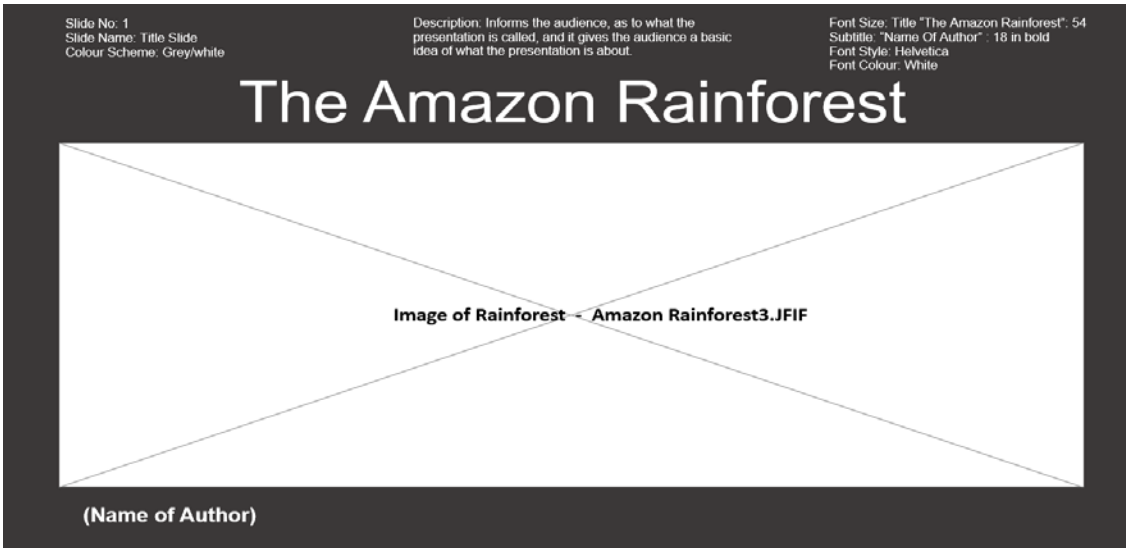
Original black and white design with Helvetica text examples (left).

Final design with new Rockwell body font in presentation title screen (left).

I changed the green font colour because every time I looked at the presentation it reminded me of the green colour for the movie title "Shrek", I didn't want a children's comedy movie to become related to this serious presentation, so I changed it to white instead. I found that the white font colour also has the bonus of standing out against the dark grey background, and my peers agreed as they did not like the green font.

Original green design with green font.

Final design with white font, size decrease and new font style (Rockwell body).

The purpose is to introduce the work of a rainforest conservation charity to GCSE students and to inform them of the causes and effects of the deforestation issue in the Amazon rainforest. For this purpose, I decided to keep the presentation easy to read and brief so that the students aren't overwhelmed with too much information.

Screenshot of the introduction page that introduces the charity (shown left).

Students are often left feeling bogged down with volumes of text and bible-sized study books for a laborious number of wide-ranging topics and subjects. GCSE students don't want a plain white background with miles of tiny, black text glaring at them from a labyrinth of pointless information – so I have condensed the key information in each slide and balanced it out with colourful and interesting, content-relevant images.

Screenshot of condensed information on the causes and effects of the destruction and loss of the rainforest (shown left).

The presentation is easy to operate and navigate. The presentation is automated, so the user only has to press "play presentation from beginning", and the presentation will automatically run through each timed slide for the user. This makes the product extremely easy to operate which is very effective at delivering information to the students through a conveniently simple medium.

The feedback I received on the product was mostly positive, if a little bit sparse. It would have been nice to have a longer, more detailed review of the product, but I believe I have refined the product well from my own critique of my product. It would've been nice to have someone critique my product more thoroughly, but I ran out of time, so I had to use the two reviews I had already received from Harry and James.

Overall, I believe my chosen design fulfils the requirements, the stated purpose and target audience. I believe I have produced this presentation to the best of my ability, and despite the constraints, I believe it's a good quality product. If I were to create this presentation again, I would probably add a couple of animations to one or two of the presentation slides, I would also add images/footage of the Amazon rainforest and its inhabitants to my video, rather than just talk about them. I would also invest in a good quality camera or web camera to record the video itself, or even just a good quality microphone.

Interactive Product

User Requirements

I have designed, developed, tested and refined an interactive multi-media product called "BugMaze". The requirements of this task were that the maze game must be a simple, single player game based on a maze and aimed at key stage 2 children and it must be able to entertain them by incorporating a variety of levels which increase in difficulty - I believe I have fulfilled this task. The game I have created is playable on laptops and standard PCs and contains user instructions to show the user how to play the game. The game contains a range of multi-media and has been designed solely to entertain key stage 2 children.

All the assets I have used in this product have been fully updated and referenced in my assets table. I believe the language I have used in the "Instructions" are suitable for a user at key stage 2 level and will allow the audience to read the game's instructions with ease. The aim of the game is to help guide the ladybird to the yellow door in order to solve the maze, the user can collect the golden flowers on each level to increase their total level score.

Feedback for Linear Product

Peer's Feedback

JAMES SAUNDERS – 8TH JANUARY 2018

Is this design laid out in a clear manner?

Yes the design is laid out clearly.

Does this game include audio, and is it clear?

No it does not, but, it does contain a sound button (on/off) that makes you think there is sound so I don't know if there is sound or not.

Does the game provide a help screen that is both informative and is in a language that is appropriate for the target audience?

Yes the game has an "Instructions" screen that is helpful and the language is good.

Are the images clear and appropriate to the game?

Yes mostly, but the ladybird sprite is a bit small so perhaps the sprite could be made bigger.

What do you think about the design and can you make any suggestions to improve it? E.g. colour, images, fonts, etc.?

The design is good, I would suggest a scoreboard for the level points and perhaps a level timer to make the levels harder but everything else is good.

Does the game allow the user to record points?

Yes but it doesn't save the points onto a scoreboard so that you can view them after the game is completed.

Does the game allow the user to progress to additional levels?

Yes the game has three levels in total and I was able to complete all three.

HARRY BLAIR – 9TH JANUARY 2018

Is this design laid out in a clear manner?

Yes the design is clear

Does this game include audio, and is it clear?

No audio

Does the game provide a help screen that is both informative and is in a language that is appropriate for the target audience?

Yes it does. It is very appropriate for the audience and its informative.

Are the images clear and appropriate to the game?

Yes they are

What do you think about the design and can you make any suggestions to improve it? E.g. colour, images, fonts, etc.?

The design is good. It would be nice if you could record scores and see them in a scoreboard. You could also make the images on the main menu and level select screens move.

Does the game allow the user to record points?

It allows the user to collect level score points but it doesn't record and display them in a scoreboard.

Does the game allow the user to progress to additional levels?

Yes

My Review of Peer's Feedback

I believe the feedback submitted to me was accurate, the feedback is clear if a little brief. The key points raised in the reviews made by my peers, were centred on the lack of sound and lack of scoreboard to showcase the players score. I was unable to create a working scoreboard level using GDevelop, due to my inexperience in creating games and my lack of skill with the software, that we were specified to use (GDevelop).

The point was raised that there was no sound for the game, and the button didn't work because there was no sound however, at this point I had not put the sound in, as I ran out of time. The decision to remove the sound buttons and scrap the audio from the game was made at this point, due to the fact that I ran out of time, therefore I had to adjust my product in order for it to be completed in time for the deadline. In regards to the last point mentioned in the reviews, the icon images for the main menu and level selection levels would move – this has since been corrected in my refinements of the product and the objects no longer move.

I am very happy that the users liked my game. I am happy with my refined final product, and all issues raised by the peer's, have been corrected.

Constraints for Interactive Product

The main constraint I had with this task is the level of skill required for this task. I have never created a game before, so this was my first attempt at creating one. I believe I managed to manipulate the software to my specifications for the desired product. Due to this constraint and the limited resources I had on hand to research and plan the game – the game was very basic which, in all fairness, does fit the description given in the client's brief for a "simple, single player maze game".

The other main issue I had with this task was time, I did not have a lot of time to spend researching the software and figuring out how to use it. Consequently I had to improvise and adapt my product in order to complete it on time. The deadline I had was January and I was already a week into the deadline with only the barebones of the game completed.

I really had push myself in order to finish the product and by making the changes that I have discussed in task 3 (I will surmise them in the justifications section), I finally completed the product. If I had more time to spend on the interactive maze game, it would have included sound and sound buttons.

Justifications for Interactive Product

Write about why you have refined the product the way you have, why is it perfect for the target audience and the purpose of creating it etc. Discuss usability, accessibility, the design, the features, the interactivity etc.

The first design I created was yellow and black like my original planned design (shown below), however, during the development of the product design I was forced to make changes.
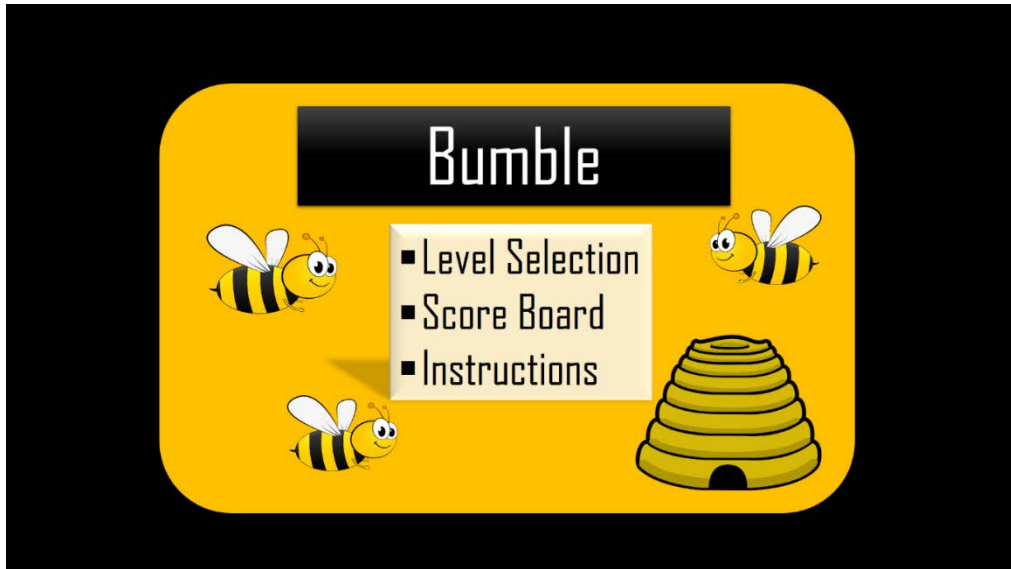
The first major change was that of the bee sprite. Unfortunately, GDevelop (the software used to create the game) didn't seem to like my bumble bee sprite and when I placed it in my design and attempted to preview it, the screen wouldn't load properly as shown in the screenshot below.
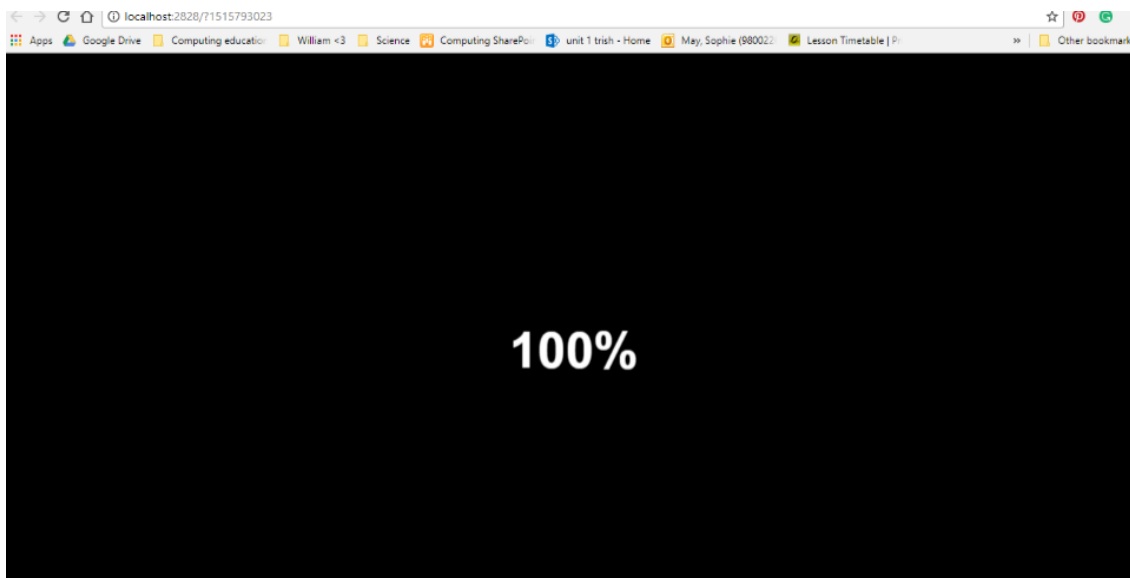

As you can see, it says 100% loaded, but nothing happens, the entire screen just stays like that. So, this required me to change tactics, I had already spent 3 weeks attempting to solve this problem, I tried many different ways such as changing the software I used to export the sprite, changing the file location of the sprite, drawing the sprite by hand in photoshop – nothing worked. So, I finally gave up on the bee idea, I decided to change the design in order to have the product ready for my deadline date.

So, I changed the bee for a ladybird (shown below) that I found on GDevelops image bank (known as "EnemyBug.png"), and because of this change I had to remodel the design I had planned to fit the new sprite. I originally wanted a "Bee" theme as it is bright, colourful and engaging for young minds. The idea was that children like bugs, nature, wildlife – I thought a bee theme would not only look vibrant and attractive to young, busy minds but it kind of reminded of CBeebies children's website, which is obviously a highly popular network among young children.

I then had to change the title from the cute title of "Bumble" to something more relevant, the trouble was, I didn't want to call it anything too girly or related to ladybird's as I didn't want to limit my audience to just girls. So, I opted for something simplistic and basic yet gender-neutral, and the end result was "BugMaze". Not the most appealing name and admittedly it would've looked more exciting to the target audience if the font style was more interesting, but, GDevelop has no library of fonts and I don't own a separate font file library to import fonts from. So unfortunately, the title and all the text contained in the game must be a dull, default font that GDevelop uses.
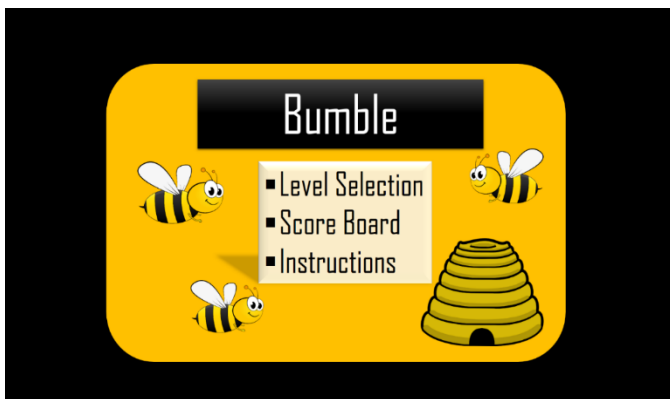
(Old design and old name, above)   (New design and new name, above)

The colour scheme was last minute change during the refinements stage. I had originally decided to keep using the yellow background as stated in the planned design. However, once the first design was complete I disliked it against the red ladybird, something just didn't look right about it, I felt like it didn't match. So, I decided to use colour theory and put two opposite colours together (red and green) to create a vibrant yet attractive colour scheme that would appeal to children. I believe the calming "forest" look that the green background gives against the red ladybird images is the perfect combination of an

attractive design that is relevant to the concept. I was very pleased with the refined design and I believe key stage 2 children will like the "forest" look (shown below).


(First amended design, above)

(Final amended design, above)

All the assets I have used in this product have been fully updated and referenced in my assets table. The task I was given was to create an interactive multi-media maze game to entertain key stage two children – I believe that I have fulfilled this task. I believe the language I have used in the "Instructions" screen is written to a key stage 2 level and will allow the audience to read the game's instructions with ease (shown below).
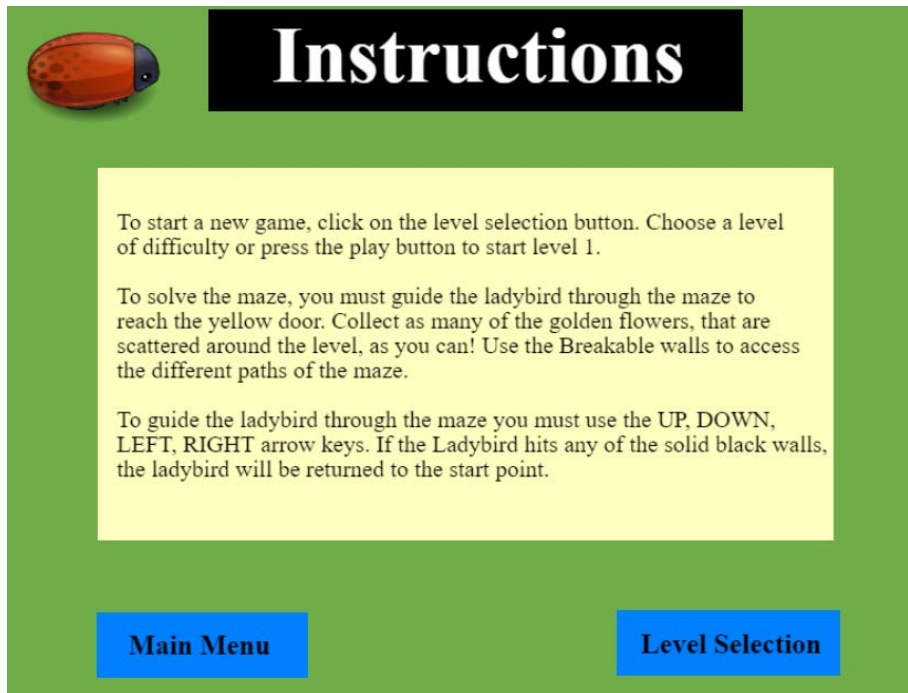
I removed the nectar objects from the design, again due to the changes I made to the design concept. Obviously, there's no relevant connection between ladybirds and nectar, honey or hives so I had to remove those objects from the game. I replaced the nectar objects with five "Goldenflowers" which the player can collect as they progress through the levels of the game, each "Goldenflower" is worth 20 points which add up to a total level score of 100 points. I was originally going to make the scores total appear on a score board upon successful completion of all three levels, but I had trouble with the programming

and due to the time constraints, I was under, I did not have the time to complete it. So, I had to remove the score board screens and replace them with three simple feedback screens – one for each level.
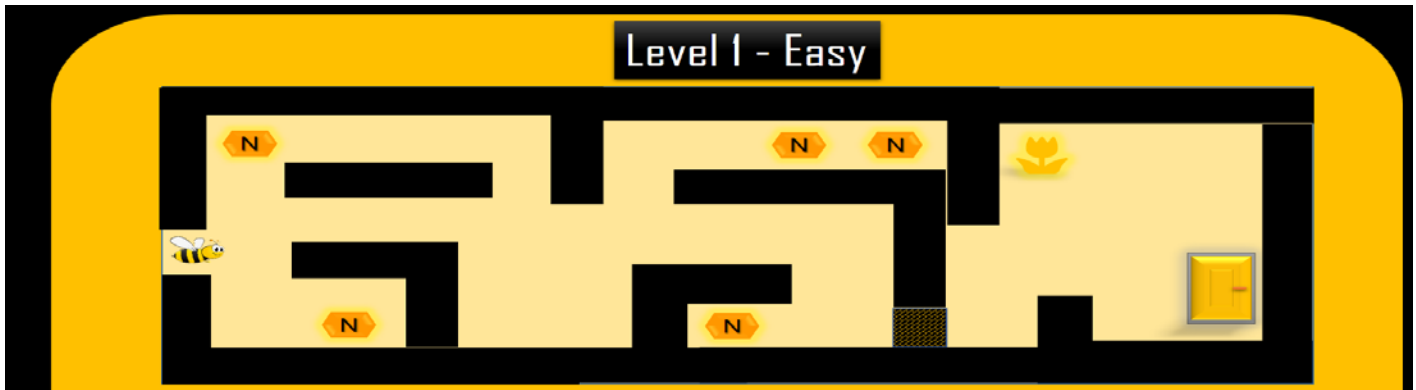
(original design with bumble bee sprite and nectar objects, above)

(Final design with bumble bee sprite and nectar objects, above)

Overall I think If I had more time and more experience creating games I would have added sound, a timer and a working score board, but due to the fact I have no previous experience building games and I had no time to figure out how to create those features I couldn't include them in my final design. I am very happy with the way the product turned out.

I believe my refined design fulfils the user requirements and target audience perfectly, the game is fun and colourful, it has three different levels of increasing difficulty and it is a simple, single-player game designed specifically to entertain key stage two children.

I regret not being able to create my original design but I believe I managed to adapt the product to fit the client's brief. If I were to improve this product I would add a timer to the third level, incorporate some sound into the product and I would like to get a working scoreboard going.