

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Hinge Questions for this lesson	Red Zone
Understand the NEA requirements and client brief.	Interactive, NEA, client brief, user, constraints	Develop	What makes a product interactive?	I can identify key information in the brief I understand what I need to produce	How is interactive media different from static media?	Annotate the client brief to identify: <ul style="list-style-type: none"> • user needs • purpose • constraints
Understand the purpose and users of the interactive product.	Target audience, accessibility, user needs	Develop	What is a target audience?	I can describe who the product is for I can explain user needs	Why must user needs be considered?	Write a paragraph explaining: <ul style="list-style-type: none"> • the product's purpose • the target audience • accessibility considerations
Research existing interactive digital media.	Navigation, usability, interface, interaction	Develop	What is navigation?	I can analyse existing interactive products I can identify good and bad design features	What makes navigation effective?	Analyse two existing interactive products, explaining: <ul style="list-style-type: none"> • navigation • usability • features that influence your ideas

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Plan the content and assets needed.	Assets, content, copyright, sourcing	Plan	What is a digital asset?	I can identify required assets I can consider copyright	Why is copyright important?	Create an asset list including: <ul style="list-style-type: none"> images text audio/video (if used) sources
Design the structure of the interactive product.	Wireframe, navigation map, hyperlink	Plan	What is a wireframe?	I can plan page layout I can show how pages link together	How does structure affect user experience?	Create: <ul style="list-style-type: none"> a navigation map at least one annotated wireframe
Justify design choices.	Justification, usability, suitability	Develop Plan	What does “justify” mean?	I can justify layout and navigation I can link decisions to user needs	Is personal opinion enough?	Write a justification explaining: <ul style="list-style-type: none"> why the structure and navigation are suitable
Begin creating the interactive product.	Pages, buttons, hyperlinks, timeline	Create	What is a hyperlink?	I can create pages/screens I can add basic interaction	What makes a button effective?	Create at least 50% of the pages with working navigation.

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Add interactive features and media.	Interactivity, rollover, transitions, media	Create	Name one interactive feature.	I can add interactive elements I can use media appropriately	Can too much interactivity be a problem?	Add: <ul style="list-style-type: none"> • interactive elements • media assets Ensure navigation works correctly.
Test the interactive product.	Testing, functionality, errors, usability	Review	What is functionality testing?	I can identify problems I can record test results	Why test before submission?	Complete a test table showing: <ul style="list-style-type: none"> • what was tested • expected outcome • actual outcome
Improve the product based on testing.	Refinement, iteration, improvement	Review Create	What does refine mean?	I can fix issues I can explain improvements	How do improvements affect user experience?	Make at least two improvements and explain: <ul style="list-style-type: none"> • what was changed • why it improved usability
Evaluate the interactive product.	Evaluation, effectiveness, limitations	Review	What should an evaluation include?	I can evaluate strengths and weaknesses I can suggest improvements	Can a product still be improved if it works?	Write an evaluation covering: <ul style="list-style-type: none"> • how well the product meets the brief • usability and interactivity • future improvements

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Prepare and submit the NEA.	Submission, evidence, moderation	Develop Plan Create Review	What happens if evidence is missing?	I can check all work is complete I can submit confidently	What risks come from poor organisation?	Submit a complete NEA portfolio including: <ul style="list-style-type: none"> • research • planning • interactive product • testing and evaluation

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Completion of NEA – R097 Interactive digital media 15 hours						

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Contingency						
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Contingency						