

| 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? | Annotation the client brief to identify: <ul style="list-style-type: none">user needspurposeconstraints |
| 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 purposethe target audienceaccessibility 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">navigationusabilityfeatures 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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