

FACTFILE:

GCSE

DIGITAL TECHNOLOGY

Unit 2

DIGITAL AUTHORING CONCEPTS



Designing Solutions (1)

Learning Outcomes

Students should be able to:

- Describe an end user's role when developing a prototype for a digital system;
- Describe the purpose of the following elements of multimedia design documentation:
 - Target audience and user requirements;
 - Navigation structure design;
 - Storyboard;
 - Image sources;
 - Movie timeline; and
 - Descriptions of any scripted elements of the solution and the source of the script;

Contents of Designing Solutions (1)

- An end users role
- Purpose of the target audience and user requirements
- Purpose of a storyboard
- Purpose of image sources
- Purpose of a movie timeline
- Purpose of descriptions of scripted elements and their source

End User

The end user is ultimately the person who will be using a piece of software or digital system when it is created. The end user plays an important part in the development of a system as it is being created with a particular purpose or “user” in mind. Once a system has been created it will be tested by people who are similar to the end user to ensure it is fit for purpose.

Target Audience

When a system is being developed, the creators usually have a group of people in mind that will use the system. These are known as the Target Audience. For example when developing a rental system for a library the target audience would be the librarians as they would be the main users. Likewise, if developing a website the target audience would be people who the website is aimed at.

User Requirements

Once a request has been made to create a new digital system, the developers will research what the main user of the system would like it to be able to do. This can be done by completing research at the start and end of the development stage. For example the system developers may carry out market research by asking the librarians what they would like their new system to do.

Navigation Structure Design

When designing a website or digital system it is important to understand how each element is linked together for example how each webpage is linked to each other. Developers usually determine how the system will be linked by creating a drawing at the start of the development stage.



A simple navigation structure for an E-Commerce website

Storyboard

A storyboard is a detailed description of how the final product is going to look. This is designed before the developers start creating the new system. It will assist with the creation as it will go into fine detail about how the system should look and perform.



A simple storyboard for a website

Image Sources

When creating a digital system it is important to think about where the images that may be used will come from. Images can come from different sources for example:

- Original sources
- The internet (copyright must be taken into consideration)
- Created images using software such as Photoshop or Adobe Fireworks

The size of images can affect how a digital system will perform. Too large an image can slow the performance rate down; too small an image can make it difficult for a user to see.

Copyright can be an issue if the developer uses images from the internet, so they must ensure

they get the creator's permission before using any image.

An Assets Table can be used to document where each asset is from and how it has been used.

Name	Type	Source	Where used

Movie Timeline

If a short video clip is being placed on a website or a movie is being created it is important to plan its development. A movie timeline is very similar to a storyboard except timings must be added to show the developer how long each clip will last.

Descriptions of any Scripted Elements / Source of the Script

When creating a website or digital system any coding that is created must be described. This ensures that the developers know what the script is trying to achieve. This is particularly useful if more than one developer is working on the same project at the same time. Within the description it should note where the script has come from or who wrote each piece of script. This is helpful should there be any errors as the creator is known and can debug any problems.

Exam Questions

1. Why is the role of an end user important when designing a prototype for a digital system?

(2)

2. Why is it useful to create a storyboard before beginning to develop the system?

(2)

3. What is the difference between a storyboard and a movie timeline?

(1)

4. Why should the target audience and user requirements be considered before developing a digital system?

(3)

Images

<http://www.desartlab.com/e-commerce-website-design-tips>

<http://dianadell.com/webworkshop/storyboard.htm>

