e-Quals Unit Syllabus
Level 2 Designing and creating multimedia presentations
7266 - 030
About City & Guilds
City & Guilds is the UK’s leading provider of vocational qualifications, offering over 500 awards across a wide range of industries, and progressing from entry level to the highest levels of professional achievement. With over 8500 centres in 100 countries, City & Guilds is recognised by employers worldwide for providing qualifications that offer proof of the skills they need to get the job done.

City & Guilds Group
The City & Guilds Group includes City & Guilds, ILM (the Institute of Leadership & Management) which provides management qualifications, learning materials and membership services, NPTC which offers land-based qualifications and membership services, and HAB (the Hospitality Awarding Body). City & Guilds also manages the Engineering Council Examinations on behalf of the Engineering Council.

Equal opportunities
City & Guilds fully supports the principle of equal opportunities and we are committed to satisfying this principle in all our activities and published material. A copy of our equal opportunities policy statement Access to assessment and qualifications is available on the City & Guilds website.

Copyright
The content of this document is, unless otherwise indicated, © The City and Guilds of London Institute 2007 and may not be copied, reproduced or distributed without prior written consent.

However, approved City & Guilds centres and learners studying for City & Guilds qualifications may photocopy this document free of charge and/or include a locked PDF version of it on centre intranets on the following conditions:

- centre staff may copy the material only for the purpose of teaching learners working towards a City & Guilds qualification, or for internal administration purposes
- learners may copy the material only for their own use when working towards a City & Guilds qualification
- the Standard Copying Conditions on the City & Guilds website.

Please note: National Occupational Standards are not © The City and Guilds of London Institute. Please check the conditions upon which they may be copied with the relevant Sector Skills Council.

Publications
City & Guilds publications are available on the City & Guilds website or from our Publications Sales department at the address below or by telephoning +44 (0)20 7294 2850 or faxing +44 (0)20 7294 3387.

Every effort has been made to ensure that the information contained in this publication is true and correct at the time of going to press. However, City & Guilds’ products and services are subject to continuous development and improvement and the right is reserved to change products and services from time to time. City & Guilds cannot accept liability for loss or damage arising from the use of information in this publication.

City & Guilds
1 Giltspur Street
London EC1A 9DD
T +44 (0)20 7294 2800 www.cityandguilds.com
F +44 (0)20 7294 2400 enquiry@cityandguilds.com
## Contents

<table>
<thead>
<tr>
<th>Unit 030</th>
<th>Designing and creating multimedia presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Overview</td>
<td>2</td>
</tr>
<tr>
<td>Outcome 1</td>
<td>Understand multimedia concepts</td>
</tr>
<tr>
<td>Outcome 2</td>
<td>Design multimedia presentations</td>
</tr>
<tr>
<td>Outcome 3</td>
<td>Gathering resources</td>
</tr>
<tr>
<td>Outcome 4</td>
<td>Implement multimedia presentations</td>
</tr>
<tr>
<td>Outcome 5</td>
<td>Test multimedia presentations</td>
</tr>
<tr>
<td>Outcome 6</td>
<td>Evaluate multimedia presentations</td>
</tr>
<tr>
<td>Unit record sheet</td>
<td>10</td>
</tr>
</tbody>
</table>
Unit 030  Designing and creating multimedia presentations

Syllabus Overview

Rationale
The aim of this unit is to provide candidates with an intermediate level of skills and knowledge to competently prepare for, and perform a variety of multimedia presentation related tasks using Information and Communication Technologies (ICT). Candidates will develop a more demanding understanding of the presentation application and the operating system in everyday usage and the ability to work in a generally unsupervised role solving issues competently without direction.

Note:
The multimedia presentation is to be created using appropriate software designed for this purpose (e.g., suitable presentation software, multimedia authoring software) rather than tools specifically designed to create web pages. The web is a suitable method for delivery however.

Learning outcomes
There are six outcomes to this unit. The candidate will be able to:
- Understand multimedia concepts
- Design multimedia presentations
- Gathering resources
- Implement multimedia presentations
- Test multimedia presentations
- Evaluate multimedia presentations

Guided learning hours
It is recommended that 60 hours should be allocated for this unit. This may be on a full time or part time basis.

Connections with other qualifications
This unit contributes towards the knowledge and understanding required for the following qualifications:

IT Users N/SVQ (iTQ) Level 2

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2, 3</td>
<td>201</td>
</tr>
<tr>
<td>1, 2, 3, 4, 5</td>
<td>202</td>
</tr>
<tr>
<td>1, 2, 3</td>
<td>203</td>
</tr>
<tr>
<td>1, 2, 3</td>
<td>204</td>
</tr>
<tr>
<td>1, 2, 3, 4, 5</td>
<td>205</td>
</tr>
<tr>
<td>1, 2</td>
<td>206</td>
</tr>
<tr>
<td>1, 2, 3, 4, 5</td>
<td>208</td>
</tr>
<tr>
<td>1, 2, 3, 4</td>
<td>211</td>
</tr>
<tr>
<td>1, 2, 3, 4</td>
<td>212</td>
</tr>
</tbody>
</table>
### Key Skills
This unit contributes towards the Key Skills in the following areas:

<table>
<thead>
<tr>
<th>Application of number</th>
<th>Communication</th>
<th>C 2.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>IT 2.1, IT 2.2, IT 2.3</td>
<td></td>
</tr>
<tr>
<td>Working with others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem solving</td>
<td>PS 2.1, PS 2.2</td>
<td></td>
</tr>
<tr>
<td>Improving own learning</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Assessment and grading
Assessment will be by means of a **set assignment** covering both practical activities and underpinning knowledge.
Unit 030  Designing and creating multimedia presentations
Outcome 1  Understand multimedia concepts

Practical activities
The candidate will be able to:
1 identify the target audience of presentations: (television advertisement, removable/portable or optical disk based marketing promotional presentation, interactive presentation/learning)
2 explain the purpose of presentations. (television advertisement, removable/portable or optical disk based marketing, promotional presentation, interactive presentation/learning)
3 identify and describe the various components of presentations eg text, graphics (still and animated), sound and video.

Underpinning knowledge
The candidate will be able to:
1 describe what is meant by the term ‘multimedia’
2 state what is meant by the term ‘target audience’
3 describe why it is important to have copyright control on multimedia assets or resources
4 state the specifications of a suitable computer (speed, capacity) and list peripherals necessary eg monitor(VDU), projector, scanner, digital camera, sound recording equipment, video equipment, for creating multimedia presentations.
Unit 030  Designing and creating multimedia presentations
Outcome 2  Design multimedia presentations

Practical activities
The candidate will be able to:

1. create ‘Terms of Reference’ for clients to include:
   a. a statement of the requirements
   b. a design for the multimedia presentation using a suitable methodology such as storyboarding.
   c. a style sheet describing the formats of text and paragraphs (font style, font type, font colour, paragraph indents, line spacing, etc.) to promote consistency within the presentation.
   d. an appropriate structure diagram demonstrating the linking structure of the multimedia presentation
   e. a resources project plan for the incremental development of a multimedia presentation including the gathering of suitable resources.

Underpinning knowledge
The candidate will be able to:

1. explain the relevance, importance and contents of a ‘Terms of Reference’, when creating a multimedia presentation for a third party
2. explain the merits of different page layout styles for given presentations
3. describe the constraints and limitations that must be considered when producing a multimedia presentation
   a. storage space for method of distribution
   b. timescale of presentation
   c. length of production
   d. costs of production
   e. hardware requirements for running a multimedia presentation
   f. data transmission
4. identify different methods of structuring a multimedia presentation (linear, hierarchical).
Unit 030  Designing and creating multimedia presentations

Outcome 3  Gathering resources

Practical activities
The candidate will be able to:

1  handle text in multimedia presentations:
   a  create
   b  edit
   c  format
   d  import text from at least two alternative file formats

2  use appropriate software to:
   a  create images
   b  convert image files into a format suitable for inclusion in a multimedia presentation, bitmaps eg tiff, jpeg, gif and vector images
   c  prepare images eg resize, crop, alter or adjust colours, set transparency

3  use scanners to capture existing paper based images

4  create image based animations from a single or several images or drawings - eg path animation, animated .gif

5  record and edit sound files:
   a  speech (eg voiceover)
   b  music (eg soundtrack)

6  capture/edit or convert video.

Underpinning knowledge
The candidate will be able to:

1  describe the basic function of a **CODEC** when applied to sound and video files.

2  describe the relationship between the quality of resources (audio and video) and file size.
Unit 030 Designing and creating multimedia presentations

Outcome 4 Implement multimedia presentations

Practical activities
The candidate will be able to:

1. create multimedia presentations that include:
   a. text (formatted)
   b. still image
   c. still image incorporating transparency
   d. animated image
   e. sound file of speech
   f. sound file of music
   g. video file
   h. navigation between screens/pages of information eg button, hyperlink, automatic on time, mouse over, hotspot, etc
   i. transition between pages/screens of information

2. prepare presentations for distribution or for playing on a computer other than the one on which it was authored. Methods of distribution may include eg
   a. standalone on another computer
   b. distribution on optical disk
   c. distribution on removable/portable media
   d. distribution via intranet or internet (the World Wide Web) - as a web page or series of pages.
Unit 030  Designing and creating multimedia presentations
Outcome 5  Test multimedia presentations

Practical activities
The candidate will be able to:

1  test and correct multimedia presentations to ensure error free operation and effective presentation, to include eg
   a  spelling, grammar and punctuation
   b  consistent application of style sheet
   c  navigation
   d  image choice, size and placement
   e  playing (including the starting, stopping and length) of:
      i  image animation(s)
      ii sound file(s)
      iii video file(s)
   f  consistency of interface design and layout.
Unit 030  
Designing and creating multimedia presentations

Outcome 6  
Evaluate multimedia presentations

**Practical activities**
The candidate will be able to:

1. check that the multimedia presentation satisfies the ‘Terms of Reference’?
2. identify ongoing maintenance or changes which keep the multimedia presentation up-to-date
3. identify potential future enhancements to multimedia presentation
4. evaluate the effectiveness of presentations in the communication of the message to its intended target audience. (television advertisement, removable/portable or optical disk based marketing, promotional presentation, interactive presentation/learning).
Use this form to track your progress through this unit.

Tick the boxes when you have covered each outcome. When they are all ticked, you are ready to be assessed.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>✓</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Understand multimedia concepts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Design multimedia presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Gathering resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Implement multimedia presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Test multimedia presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Evaluate multimedia presentations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Candidate Signature .................................................. Date ........................................

City & Guilds Registration Number  ......................................

Quality nominee (if sampled) ................................................ Date ........................................

Assessor Signature .......................................................... Date ........................................

External Verifier Signature (if sampled) ................. Date ........................................

Centre Name .......................................................... Centre Number  ......................................