

Evaluating multimedia products

Name of video		NSPCC Advert.	
Target audience (Describe the typical user?)		Adults and Teachers.	
Purpose (When you have seen the video what would the designer like you to do/know/feel?)		How the children feel and what happens to the less fortunate young people. They would like us to help the children and give money to them to support them.	
Length of video (in seconds)		Quite long interesting though.	
Good features		Not so good features	Improvements
The music was good because it relates to the advert.		The music was a bit too long and dreary – (Boring).	I think maybe the song could have been shortened down to make it short.
The images were really good because they relate to the advert and the hurt & abuse that happens.		It might not be good because some people might get upset and angry.	I think there could be less upsetting pictures.
It got the message across.		Not much information	More information less pictures.
Which three (or more) features you would include in your own designs	I would include the pictures.	I would put the music in the background because it relates to the topic.	I would make it as if the audience feels how the children on the advert are feeling.
Which three (or more) features you would avoid in your own designs	I would avoid keeping it too long so that the audience wouldn't get bored.	I would avoid too many pictures because it can be boring.	I would avoid making it too sad and hurtful like the NSPCC advert.

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Name of video		Jamie Oliver Advert	
Target audience (Describe the typical user?)		Children and Adults Old and young	
Purpose (When you have seen the video what would the designer like you to do/know/feel?)		To raise money.	
Length of video (in seconds)		Quite short got the message across though.	
Good Features		Not so good features	Improvements
Jamie Oliver presenting it.		Some people may dislike him.	Maybe a range of famous people presenting it to keep the audience's interest.
It was about raising money for a good cause.		Maybe not a good way to raise money.	Maybe lots of different ways to raise money e.g.(Sports events, Competitions)
About cooking.		Maybe some people are not good with cooking or don't like cooking.	Maybe do some more different activities that more people might enjoy.
Which three (or more) features you would include in your own designs	The video Length.	I would get someone famous to present it like in the Jamie Oliver advert.	I would include music in the background like the Jamie Oliver advert.
Which three (or more) features you would avoid in your own designs	The music clashing with the soundtrack in the background	Nothing Else I would Avoid.	Nothing Else I would Avoid.

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Name of video		Example 1 On http://www.greatbarr.plus.mvle.org/home/ict/kevstage4/unit23/unit23.htm	
Target audience (Describe the typical user?)		Pupils at Great Barr School	
Purpose (When you have seen the video what would the designer like you to do/know/feel?)		To promote B.F.L in Great Barr School.	
Length of video (in seconds)		3 Minutes and 5 Seconds.	
Good Features		Not so good features	Improvements
It gets the message across.		The spelling mistakes.	The spelling mistakes could be corrected.
It is quite interesting.		The video's soundtrack clashes with the current clips within the video.	The music in the soundtrack could be muted while the clip plays.
Good short and snappy information.		The pixilation of some of the pictures.	Find better quality pictures.
Which three (or more) features you would include in your own designs	I would include some of the colours that they have used.	I would use some of the special effects used.	I would have a soundtrack in the background.
Which three (or more) features you would avoid in your own designs	The music clashing with any other sounds.	The spelling mistakes.	Clashing Colours.