

Overview

This standard is about designing interactive media products and services typically in response to a high-level concept. This does not apply to games design which is covered by another Standard. You will need to draw on your creativity and innovative ideas in order to 'flesh out the detail' so that designs can be realised by others, such as artists, modellers and programmers.

Interactive media projects can involve any type of interactive media content, products or services for multi-platform or multi-channel use, including, but not restricted to, websites, applications, or online marketing campaigns. They can also involve the use of immersive technology which can include, but is not restricted to, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

While not essential, art skills, such as drawing and 3D modelling, and programming and scripting skills may be desirable for design roles.

This standard is for anyone involved in designing interactive media products or services which are not games.

Performance criteria

You must be able to:

1. analyse project information to determine relevant design parameters
2. design interactive media products and services that optimise users' accessibility and experience
3. produce and iterate designs that make optimum use of target platforms and available technologies for intended purpose and target audience
4. create designs that allow interactive media to engage target users
5. document clear, concise specifications and designs in appropriate formats
6. liaise with colleagues involved in marketing, creative, development and quality assurance processes to ensure designs can be realised
7. prototype design ideas and develop proofs of concept that give an accurate illustration of interactive media products and services
8. provide guidance for user testing and bug testing that can be understood by those involved
9. use the results of user testing and other relevant data to inform design decisions
10. balance requirements, expectations and feedback from commissioners, colleagues, users and regulators
11. present sufficient information about products and services to appropriate internal and external stakeholders

Knowledge and understanding

You need to know and understand:

1. how to obtain information about project objectives, parameters and constraints including target audience, proposed market position and target platforms, their capabilities and established conventions relating to their use
2. the impact of technical parameters of target platforms on design including processing power, memory, bandwidth, screen size, resolution, colour depth, physical user interface
3. the capabilities, opportunities, limitations and constraints of technologies and approaches including the applicability of real-time animation and the accuracy, range and degrees of freedom and input methods for tracking technology
4. techniques for understanding target audience and their expectations and preferences including emotional intelligence, appropriate content for different age groups, cultural issues and local sensibilities
5. the impact of diversity, inclusivity, accessibility, ethics and behavioural psychology on designs
6. interface design concepts relating to graphical and physical user interfaces and techniques for teaching users how to use interactive media products or services
7. the relevant principles and methodology of software engineering
8. formats to document specifications and designs including text, drawings, storyboards, maps or diagrams
9. the level of detail required for specifications to be realised by others
10. what is involved in user testing and bug testing and how to oversee it
11. how to collect, evaluate and use the results of user testing, feedback from others and information about expectations and requirements
12. third-party online services that could be incorporated or used as part of, or in support of, games
13. intellectual property issues and other relevant legislation and how it can differ between countries
14. how to keep up to date with the characteristics of current technologies, emerging technologies, platforms, commercial models and delivery methods

Design interactive media project outputs

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Suite	Games and Interactive Media
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