

Timing: 1 to 2 hours

Level: Ages 15 and up

Working with interactive media elements

Activity Overview

Interactive media is used to enhance the user experience. In this activity students will learn how to evaluate uses of interactive media, determine when to use it, and learn how to add video, audio, and other interactive media elements to a web page.

Note: Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: ^{1,1}

Activity Objectives

Design skills

- Planning graphics and rich media content based on needs and audience

Research and communication skills

- Researching examples of rich media

Technical skills

Dreamweaver

- Using the Insert panel
- Using the Assets panel
- Inserting HTML5 video

Project Assets

- *Dreamweaver guide:* How to add interactive media to a web page ^{4,7, 4,8}
- *Electronic file:* Sample_Flash-Video.flv
- *Electronic file:* Sample_HTML5_video.ogv
- *Electronic file:* Sample_HTML5_video.webm
- *Electronic file:* Sample_HTML5_video.mp4
- *Electronic file:* Sample_audio.mp3
- *Electronic file:* Sample_Flash-Movie.swf
- *Electronic file:* Sample_HTML5_animation.zip

Background preparation resources

[Technical and content information](#)

[ISTE NETS*S Standards for Students](#)

[Adobe Certified Associate objectives](#)

Activity Steps

1. Explain that interactive media is used to enhance the user experience. Discuss how interactive media advertising consists of using a combination of graphics with video, audio, or animation. An example is banner ads.
2. Show students websites that use interactive media and discuss how designers use it to help support the purpose and goals of their web project. Discuss how the device the audience will view the website on will influence the use of interactive media and what elements you can include in the site content and design. Some elements to discuss include:
 - Navigation systems
 - Integrated user interface
 - Animated screen elements
 - Interactive media advertising
 - Social media
3. Discuss the purposes for implementing content as interactive media.^{1,2,2.1} You might include the following:
Incorporating audio and video
 - Providing transitions
 - Providing consistency
 - Illustrating change over time
 - Getting multiple layers of information from one part of the display
 - Enriching graphics representations
 - Visualizing three-dimensional structures
 - Attracting attention
4. Introduce and discuss Adobe Flash, Adobe Edge Animate, JavaScript, CSS3, and other interactive media tools and their ability to create animation and interactive media. Discuss and analyze with your students what kind of interactive media they can realistically create for their client sites.^{4.8}
5. Discuss the best practices for adding video, audio, and other interactive media elements to a web page. Discuss the difference between HTML 5 and Flash video, especially for older browsers that don't support HTML5 and mobile devices that may not support Flash video.
6. Distribute the technical guide and using the sample electronic files, demonstrate the following:
 - How to insert Flash and HTML5 video into a web page.
 - How to add Flash SWF files to a web page and edit them from within Dreamweaver.
 - How to add audio to a web page.
 - How to add HTML5 animated content to a web page

Dreamweaver guide: How to add interactive media to a web page^{4.7,4.8}

Electronic file: Sample_Flash-Video.flv

Electronic file: Sample_HTML5_video.ogv

Electronic file: Sample_HTML5_video.webm

Electronic file: Sample_HTML5_video.mp4

Electronic file: Sample_audio.mp3

Electronic file: Sample_Flash-Movie.swf

Electronic file: Sample_HTML5_animation.zip

7. Ask students to use the sample electronic files and insert all or some of them to a web page. Alternatively ask them to add interactive content to a web project they are currently working on.
8. Explain that when they are working on any web-based project they should evaluate the use of employing interactive media to enhance their user experience. Additionally, depending on the devices used, they should identify and/or create the necessary interactive media element and use the skills they learned to properly insert them.

Assessment

	0 - Does not meet expectations	3 - Meets expectations	5 - Exceeds expectations
Interactive media	Absent or incomplete.	Students successfully insert two different types of interactive media to a web project.	Students successfully insert three or more different types of interactive media to a web project. The interactive media clearly enhances the user experience and supports projects goals and purpose.

Background preparation resources:

- To view video tutorials aligned with the skills required to complete this project, visit Adobe TV: <http://tv.adobe.com>
- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: <http://edex.adobe.com/>
- For an overview of the interface and for more information on the technical aspects of *Adobe Dreamweaver*, see *Dreamweaver Help*.

ISTE NETS*S Standards for Students

This project is aligned to the ISTE NETS*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

ISTE NETS*S: Curriculum and Content Area Standards – NETS for Students

6. Technology Operations and Concepts
Students demonstrate a sound understanding of technology concepts, systems and operations. Students:
 - a. understand and use technology systems.
 - b. select and use applications effectively and productively.
 - d. transfer current knowledge to learning of new technologies.

Adobe Certified Associate Exam Objectives

Adobe Certified Associate, Web Authoring objectives

- 1.2 Identify web page content that is relevant to the website purpose and appropriate for the target audience.
- 2.1 Demonstrate general and Dreamweaver-specific knowledge of best practices for designing a website, such as maintaining consistency, separating content from design, using standard fonts, and utilizing visual hierarchy.
- 4.7 Include video and sound in a web page.
- 4.8 Include animation and interactivity in a web page.

For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: <http://edex.adobe.com/>.



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