

Keywords: Autumn 2

COMPUTING

How search engines work.

Know search engines use web crawler programs to index the World Wide Web & how results are ranked.

What an interactive multimedia product is.

Plan a multimedia promotional presentation to advertise and encourage people to attend a live music event by apply an effective house style and sourcing multimedia assets.

Produce a multimedia product with effective navigation, action buttons and mouse overs.

Keyword	Definition
Search Engine	A software program that helps people find the information they are looking for online using keywords or phrases and returning website results from an index.
Index	An index is another name for the database used by a search engine. Indexes contain the information on all the websites that Google (or any other search engine) are able to find.
W.W.W	An interconnected system of public webpages accessible through the Internet.
Search results	Search engines are able to return related web pages quickly by scanning the W.W.W continuously and indexing every page they find.
Reliability	Information is reliable if it is factually correct, up to date, written by experts and can be verified.

Multimedia product	A file created that combines images, text, videos, sounds to inform, entertain, or educate.
House style	A unique style for a company or brand, including consistent font styles, logos, backgrounds, that can be easily identified.
Consistent design	When a house style is used consistently throughout a multimedia product to make it look professional.
Copyright	Law protecting against the use of other people's designs, ideas, logos that have been copyrighted.
Target audience	Who the product is aimed at e.g. age, gender, interests.
GIF's	Animated images used to add interest to a multimedia product.
Navigation system	Method of linking parts of Presentation or Website using hyperlinks to allow users to "navigate" through it independently.