MMGD0203
MULTIMEDIA DESIGN

Chapter 6
Multimedia Production Process
Multimedia Production Process

Multimedia Production Team

- High-quality interactive multimedia applications are the product of the efforts of a production team.
- Some people might argue that anybody can do a multimedia presentation.
- Several software applications are available that enable the average computer user to develop simple and effective presentations.
- But the production of fine-quality high-end interactive multimedia applications is usually the work of a team of specialist.
Multimedia Production Team

- The Production Manage
- Content Specialist
- Instructional Designer
- Script Writer
- Text Editor
- Multimedia Architect / Program Authoring Specialist
- Computer Graphic Artist
- Audio and Video Specialist
- Computer Programmer
- Web Master
Multimedia Production Process

Multimedia Production Team

The Production Manager

Content Specialist
- Script Writer
- Text Editor
- Instructional
- Designer

Audio Visual Specialist
- Video Specialist
- Audio Specialist

Multimedia Architect
- Computer Programmer
- Graphic Artist
The Production Manager

Responsibility:
- to define, coordinate, and facilitate the production of the multimedia project.

Some of the task performed by the Production Manager are:
- Defining the scope of the project
- Negotiating with the client
- Securing financial resources, equipment and facilities
- Coordinating the development team
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The Production Manager

Skills:

• Basic principles of multimedia authoring
• Good negotiation skills
• Skillful proposal writing
• In depth knowledge of legal matters concerning the production of media
• Good communication skills
• Budgeting management skills
• Experience in human resources management
• Educational background of Business Management and Media Production
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The Content Specialist

Responsibility:
• Performing all necessary research concerning the content of the proposed application.
• Defines the specific information, data, graphic or facts to be presented through the multimedia application.

Skills:
• Library and Internet research experience, good writing skills and skills in summarizing complex and extensive information.
Instructional Designer

Responsibility:
• Presents the information provided by the content specialist using the best available educational strategies and practices.
• He should develop the strategies to assess the learning of the users.

Skills:
• Knowledge of the basic principles of multimedia authoring and have a good educational background.
Script Writer

Responsibility:
• to visualize the content of the multimedia application.

Skills:
• In-depth knowledge of multimedia authoring and should have a good educational background.
• Excellent writing skills and capable of constructing a storyboards.
• Graphic and written communication skills.
Text Editor

Responsibility:
- The contents in a multimedia production needs to flow in a logical fashion and the text must be structurally and grammatically correct.
- Text and narration will be integrated as part of the application.
- Documentation of the application also important.
- All these need to be revised by a text editor.

Skills:
- Should be well in multimedia authoring and should have good educational background.
- Should posses excellent writing skill and should be able to structure the ideas in a meaningful way.
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Multimedia Architect

Responsibility:
• Integrating all the multimedia building blocks like graphics, text, audio, music, video, photo and animation.

Skills:
• Expert in multimedia authoring
• Good educational background
• Excellent graphic and written communication skills
• Good communicator
• Computer programming experience
Computer Graphic Artist

Responsibility:
• Responsible for the graphic elements of the program and the manipulation and editing of pictures, 3D objects, logo, animation, renderings.

Skills:
• Multimedia authoring
• Educational background in graphic arts, communication and media production
• Excellent graphic communication skills
• Experience in 3D graphics production
• Experience in animation
Audio Specialist

Responsibilities:
• Recording and edition narration.
• Selecting, recording and editing the sound effects and music.

Skills:
• Good in multimedia authoring
• Education background in audio and media production.
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**Video Specialist**

Responsibilities:
- Responsible for video capturing, editing and digitizing.
- Also responsible for taking pictures, scanning pictures and slides, and editing.

Skills:
- Good in multimedia authoring
- Education background in video and media production.
Computer Programmer

Responsibility:
• Programming of code lines or scripts in the authoring language.

Skill:
• Expert in multimedia authoring, programming language like C++, JAVA and authoring scripts like Lingo and Action Script.
Web Master

Responsibilities:
- Creating and maintaining an Internet Web page.
- Capable of converting a multimedia application into a web page or creating a web page with multimedia elements.

Skills:
- Good in multimedia authoring and web production tools.
Planning for the Production of an Application

- **Planning** is defined as the formulation of a scheme of program for the accomplishment or attainment of a goal of purpose.
- All the activities to be implemented and executed as part of the plan must related to the goal of the project.
- The planner needs to have the ability to break a problem into its components to seek for step-by-step solutions or processes to attain the goals.
- The planner need to fore-see problems and potential conflicts in order to avoid them.
Planning for the Production of an Application

It involves the following steps:

1. Defining the goals and objectives of the proposed multimedia title
2. Describing the content of the title
3. Developing the application script
4. Translating the application script into an outline
5. Translating the outline into a logic flow chart
6. Developing the storyboard
Defining the Goals and Objectives

- Goals and objectives are both tools for accomplishing what you want to achieve
- Goals are long term and objectives are usually accomplished in the short or medium term
Defining the Goals and Objectives

• While formulating the goals and objectives of the multimedia application, the following critical questions need to be addressed:
  - What is the purpose of the proposed title?
  - What is the team trying to accomplish?
  - What are the expected results?
Describing the Content of the Title

- Can be defined as the specific message, data, facts or information to be presented.
- The content specialist provides the program content to the multimedia architect, who in turn prepares the narration, text, bullets, charts and tables that will be presented in the title.
- The integration of a variety of multimedia elements appeals to different learning styles and helps the audience comprehend and retain the information.
Developing the Application Script

- The application script is a written description of the proposed multimedia project.
- The purpose of the script is to describe the actions of all components.
- The script will help the development team to have clear understanding of the purpose of the program.
A script is like a recipe for cooking. All the instructions for making the finished video are in the script. Who the characters are, the lines they will speak, the action that occurs, the order things happen, and the way your story is going to be told are all part of the script. In this video, we’re going to teach you the basics of putting a script together, from your good idea all the way to writing your script in the proper format. Scripts are used to create new videos, projects, this is not just about filming something that is happening, like a birthday party. This is ART! ©

Little echo on the ART please and perhaps we can change the background to a set like Romeo and Juliet balcony — get down on one knee and flourish a little.

But before you can get to that, the first thing you’re going to need is a good idea. Don’t be intimidated about this part. If you’re making the video for a class project, chances are, you at least have a starting point or a general subject you’re supposed to be making your video about. If you don’t, or if you’re just doing this for fun, think about things that interest you. You’ve probably got a favorite movie or a favorite book. Why did you
Translating the Application Script into an Outline

- The next step is to identify and define the branching of the program.
- The simplest way to define branching is to develop an outline.
- The responsibility for developing the outline belongs to the content specialist.
Multimedia Production Process

Translating the Application Script into an Outline

Example:

1.0 Courseware
   1.1.0 Alphabets
   1.2.0 Games
       1.2.1 Typing Tutor
       1.2.2 Jigsaw Puzzle
   1.3.0 Song
       1.3.1 Alphabet Song
       1.3.2 Twinkle Twinkle Little Star
Logic Flow Chart

• Also known as navigational chart.
• The logic flow chart provide a road map of the proposed application for the team member in charge of authoring.
• Four types of Flow Chart:
  – Linear Structure
  – Hierarchical Structure
  – Non-linear Structure
  – Composite Structure
Linear Structure

- The user navigates sequentially, moving from one page to the next.
Hierarchical Structure

- Analogous to the branches of a tree.
- To move from top to bottom, one must move down one branch at a time, with more branches being available the lower you go.
Non-linear Structure

- Users can navigate freely through the content, unbound by predetermined routes.
Composite Structure

- For the most part users can navigate freely (as in the non-linear structure), but are occasionally constrained to a linear or hierarchical structure for some of the material.
Example of Multimedia Application Navigation Structure
Program Storyboard

• The storyboard is a graphic representation of the purpose multimedia project.
• It is an extension of the ideas presented in the script.
• The design team will use the storyboard to define and test design solutions.
• The client may use the final storyboards to obtain support for the project.
• The programmer/s will use the storyboards to create the program.
Program Storyboard

- Benefits
  - Provides an overview of the title
  - Demonstrates the functionality of the storyboard elements
  - Demonstrates the navigation scheme
  - Can check whether the presentation is accurate and complete
  - Can be evaluated by users.
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Program Storyboard
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Program Storyboard

Multimedia Storyboard

Name of course
Title of program
Understanding Your Automobile
Description of the screen
Graphic of car facing you,
It looks like it is smiling
Description of the interaction
None
Links and decision points
Audio: Legend opens
Audio: Legend closes
Legend: Text
Legend: Text
Legend: Text
Legend: Text
Legend: Text
Legend: Text
Legend: Text
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Multimedia Design
Multimedia Production Process

Program Storyboard

Multimedia Storyboard

Production Team: ____________________________ Date: ____________
Project Title: _____________________________ Screen Name: __________

- Description of Screen
- Description of Interaction

Audio:
1. __________________________
2. __________________________
3. __________________________
4. __________________________

Animation:
1. __________________________
2. __________________________
3. __________________________

Graphics:
1. __________________________
2. __________________________
3. __________________________
4. __________________________

Video:

Stills:

Comments:

Hot Spot Info.
1. IF THEN Background
2. IF THEN Audio/Script
3. IF THEN
4. IF THEN

Screen Info.
1. IF THEN
2. IF THEN
3. IF THEN

Multimedia Storyboard

Name: ____________________________ Project: ____________________________
Date: ____________________________ Screen: __________ of __________
Links from screen: ____________________________ Links to screen: ____________________________
Screen Description: ____________________________

Functionality/Interactivity: ____________________________

Background: ____________________________ Audio: ____________________________
Color Scheme: ____________________________ Video: ____________________________
Text Attributes: ____________________________ Stills: ____________________________
Multimedia Design Principles

Consistency
• Layout, format and style should be the same throughout. Readability is improved when similar items are grouped.

Navigation
• Users need to be able to find information easily, and not wait too long for downloads.

Simple
• Don’t overuse design elements as this will create visual clutter.