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Digital Multi Media  
*Assignment: Course assignment*

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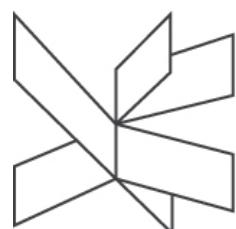
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10th May 2022

Software Technology Engineering

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IT-DIM1-S22



VIA University  
College

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# 1 Introduction

For the assignment of the digital multimedia course I have decided to create four multimedia products that mix a little the different types of media that I have learned during the DIM course.

Three of these multimedia products have been created for the actual commercial use of a company with the intention of advertising the services and products offered by the company and advertising the events that the company organizes.

The company is called AMELL, it is dedicated to organizing and managing extracurricular activities in schools and they also have their own bouncy castles that are rented for parties and birthdays.

Finally, a video has been created that mixes a bit of audio and editing with the intention of showing a deep message to the people who see it.

## 2 Multimedia products

### 2.1 Bike ride

This project has consisted in the creation of an advertising banner that will be printed and attached to different buildings to publicize that the AMELL company is organizing a bicycle ride for all the children who want to register.

Since this banner needs to be printed it was decided to use Adobe Photoshop and reduce the quality to save printer ink.

In addition, an image (QR code) was added that can be scanned with the mobile so that people can register for the event.

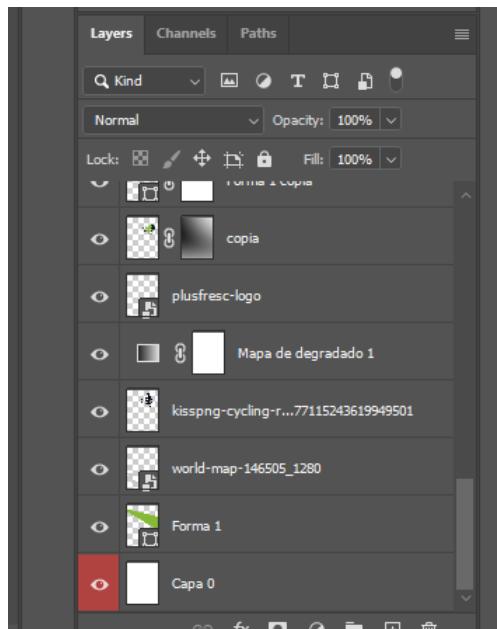


Figure 1: *Layers used in photoshop.*



Figure 2: Advertising poster of a bicycle ride event of AMELL.

## **2.2 Bouncy castle**

This project has consisted in the creation of an advertising banner where the different bouncy castles that the company has, their measurements, price and design are illustrated.

In this case, the Adobe Illustrator program has been used since this banner does not need to be printed since it has been sent to potential clients through digital communication channels.

To add the photos of the bouncy castles it was necessary to use Adobe Photoshop and cut the images using the Quick Selection tool.



Associació de Monitors i Educadors de LLeida

AMELL

### LLOGUER D'INFLABLES

The banner displays three distinct bouncy castle models, each with its rental duration and price:

- Bouncy Castle 1:** Rental duration 3 hours, Price 220€. Recommended age 6 years (Entre 6 i 18 anys). Dimensions H 4,20 m x L 3,50 m. Monitors required: 1 monitor.
- Bouncy Castle 2:** Rental duration 3 hours, Price 150€. Recommended age 6 years (Entre 6 i 18 anys). Dimensions H 3,50 m x L 3,00 m. Monitors required: 1 monitor.
- Bouncy Castle 3:** Rental duration 3 hours, Price 150€. Recommended age 6 years (Entre 6 i 18 anys). Dimensions H 3,50 m x L 3,00 m. Monitors required: 1 monitor.

Contacta i demana el teu pressupost sense compromís:



(+34) 629 316 149



info@associacioamell.com

Segueix-nos en les xarxes socials:



instagram.com/associacio.amell



facebook.com/associacioamell



linkedin.com/company/amell

Figure 3: Advertising banner of the different bouncy castles offered by AMELL.

## 2.3 Triptych

In the third project, a triptych was designed.

A triptych is a work of art that is divided into three sections, or three carved panels that are hinged together and can be folded shut or displayed open. The middle panel is typically the largest and it is flanked by two smaller related works, although there are triptychs of equal-sized panels.



Figure 4: *Example of a triptych.*

This is because the company required this product and it was required to print it. So to take advantage of the sheets of paper in the triptych, the company decided to create a reversible triptych.

In this triptych the services and products offered by the company have been exposed with the intention of printing them on A4 sheets and distributing them in different establishments and people.

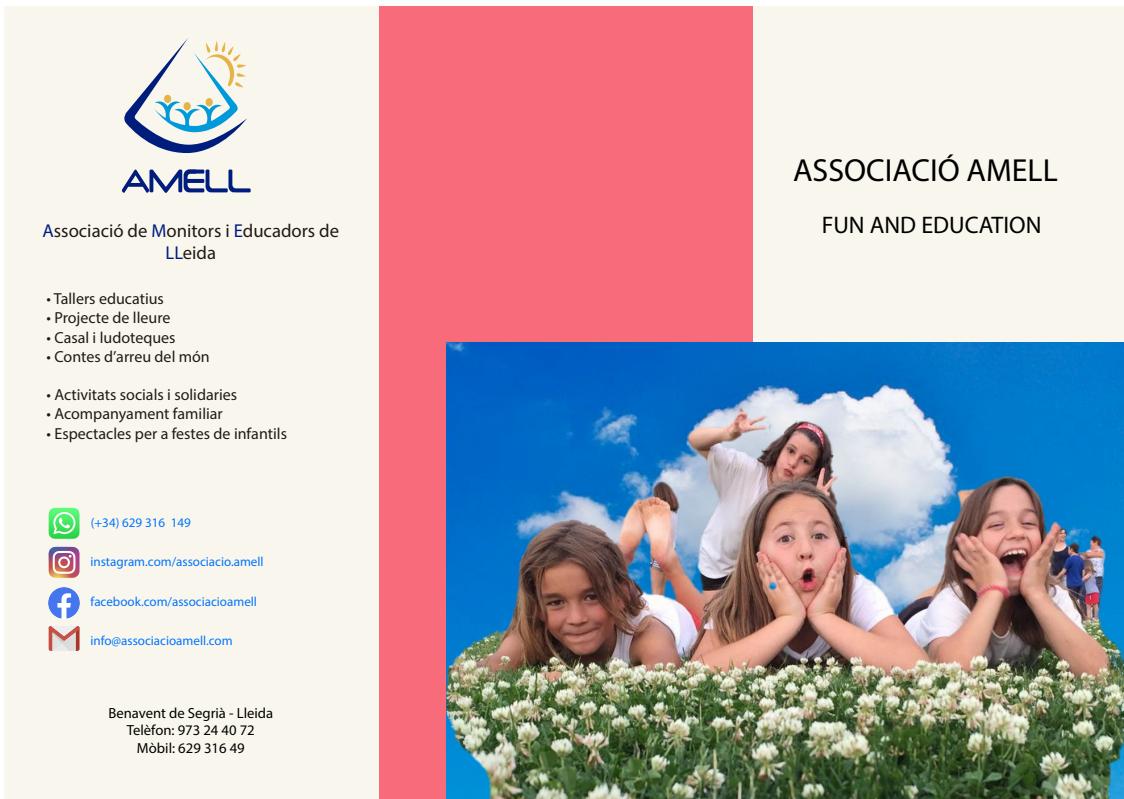


Figure 5: *Front of AMELL's triptych.*

<b>Qui som?</b> Som AMELL (Associació de Monitors i Educadors de Lleida). Som una entitat sense ànim de lucre, dedicada a oferir tot tipus de recursos educatius, principalment a nens i joves. El propòsit, dia a dia, és millorar la qualitat dels diversos processos d'ensenyament i aprenentatge dels i les nostres usuaris.	<b>Contes d'arreu del Món</b> • Viatja per Àfrica, Amèrica, i la Europa a través dels contes	<b>Altres serveis</b> La nostra entitat, disposa un xarxa de serveis complementaris i que sense cap compromís us poden oferir altres serveis com per exemple:
<b>Què fem?</b> Som una entitat integrada per professionals en l'educació infantil, educació en el lleure i educació social. Treballem projectes interculturals, l'anació, l'esport i l'espectacle des de fa molts anys.	<b>Espectacles</b> • Ball de grup • Coreografies • Danses	• Pastisseros de llaminadures personalitzats • Pinyates, globus i cotilló coordinats • Decoracions amb gas Hèli • Ludoteca Mòbil • Circuits d'agilitat
<b>Els nostres projectes</b> <b>Supòrt familiar</b> • Servei de portar i recollir infants a les escoles. • Servei matinal.	<b>Servei de Monitoratge</b> • Dispossem de persones, monitors, directores i educadores de Lleure i Educadors per a tot tipus d'activitats: Casal, Ludoteques, activitats dirigides, tallers i/o reunions per a empreses i altres.	<b>Lloguer d'inflables</b> • Disposem d' inflables homologats amb seguretat R.C i amb vigilància de Monitors de la nostra entitat
<b>Activitats dirigides a les famílies</b> • Dinàmiques i jocs familiars.	<b>Festes Temàtiques</b> • Infantil • Pirates • Índis • Bruxes i encanteris • Príncipes • Detectius	<b>Tarifes</b> • Monitora per organitzar jocs 120€ / 2 hores + material ( 1 monitora/12 nens ). Cangur per supervisar els nens 15€/ 1 hora ( un cangur/12 nens, mínim 2 hores).
<b>On ho fem?</b> • El nostres animadors i animadores, monitors i monitors etc. Es desplacen al voltant de la província de Lleida, realitzant l'activitat que ens sol·liciteu. Per exemple, una casa particular, escola, poliesportiu, plaça, restaurant o ludoteca	<b>Tarifes de Festes Temàtiques</b> • Activitat per grup de 15 nens 175€ / 2 hores + material ( 2 monitors/ activitat ). (Inclou caracterització dels monitors, música, regals per als nens, material alusiu a la temàtica de la festa)	<b>Contacte</b> • Telèfon: 973 244 072 • Mòbil: 629 316 149 • Correu electrònic: info@associacioamell.com

Figure 6: *Back of AMELL's triptych.*

## 2.4 The richest man in the world

This project has consisted of editing and creating a video that I have published on my instagram account. For this video I used the Adobe Premiere program.

The video consists of sending a clear, concise, fast message that, above all, is easy for the viewer to understand. For this, it has been necessary to sub-communicate that the video is short.

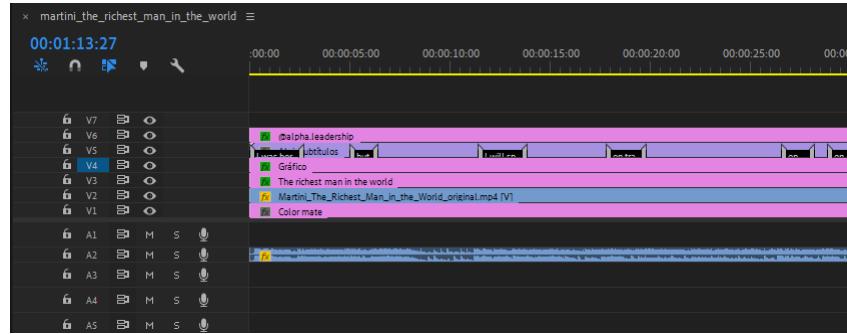


Figure 7: Video editing in Adobe Premiere.

## 3 Reflections

As a conclusion of the projects that I have carried out in this assignment I can say that I have learned many new things. Among them is to use different editing programs that are not only used in the real world of work but also in different business sectors. I have learned to apply the knowledge acquired in companies that, despite the fact that they may not have anything related to the course, it is necessary that they use these technologies to improve their business.

So the 3 projects that I have done for the company AMELL have been the most stimulating and important for me to enter the working world of developing multimedia products. The company has been very grateful for the work I have done.

Perhaps they have not been projects that require art and imagination, but they have been very useful, and as a future computer engineer, feeling that you are useful to the people around you is a personal gratification that I value very much.

Finally, the video that I have developed has been my own personal project that I always wanted to do.

Show powerful messages to people who are interested in me, this way they can understand how I feel and how I think. And if in the end they understand the message that I want to send, I will also feel a very valuable personal gratification.