

Course : 0553T / Multimedia System
Year : 2015

MAKING MULTIMEDIA

Session 08

OUTLINE

- The Stages of a Multimedia Project
- The Intangibles
- Multimedia Skills
- Hardware
- Software
- Authoring Tools

The Stages of a Multimedia Project

- The four basic stages in a multimedia project :



The Stages of a Multimedia Project

1. Planning & Costing

- Begin with an idea or a need
- Plan out the writing skills, graphic art, music, video, and other multimedia that required.
- Estimate the time
- Prepare the budget
- Work up a short prototype

The Stages of a Multimedia Project

2. Designing and Producing

- Perform each of the planned task to create a finished product
- Feedback cycles with a client

3. Testing

- Test the programs to make sure that the programs meet the objectives of the project, work properly, and meet the needs of client.

4. Delivering

- Package and deliver the project to the end user

The Intagibles

- The **intangibles elements** needed to make **good multimedia** :
 - **Creativity**
 - Develop a sense of its scope and content of the multimedia project
 - **Organization**
 - Develop an organized outline and plan that rationally details the skills, time, budget ,tools, and resources that needed by the project
 - **Communication Skill**
 - Communication among workgroup members and with the client is essential to the efficient and accurate completion of project

Multimedia Skills

- To produce good multimedia, need a similar diverse range of skills (knowledge of computers, text, graphics arts, sound, and video)
- Adapt the team roles from a mix of motion picture industry, radio and television broadcasting, and computer software experiences.

Multimedia Skills

- Multimedia Teams :

Project
Manager

Multimedia
Designer

Interface
Designer

Writers

Video
Specialist

Audio
Specialist

Multimedia
Programmers

Producers of
Multimedia
for the Web

Hardware

- The two most significant platforms for producing and delivering multimedia projects :



Hardware

- The equipment required for developing multimedia project depend on the content of the project as well as its design.

Connection
(IDE,Firewire,etc)

Memory and
Storage Devices

Input Device

Output Device

Software

- The software for building multimedia project :
 - Text Editing and Word Processing Tools
 - OCR Software
 - Painting and Drawing Tools
 - 3D Modelling and Animation Tools
 - Image-Editing Tools
 - Sound-Editing Tools
 - Animation, Video and Digital Movie Tools

Authoring Tools

- Authoring tools used for :
 - designing interactivity and the user interface
 - Presenting project on screen
 - Assembling diverse multimedia elements into a single cohesive product

Authoring Tools

- Authoring software provide :
 - an integrated environment for binding together the content and functions of project
 - Everything need to create, edit, import specific types of data
 - Assembled raw data into a playback sequence or cue sheet
 - A structured method or language for responding to user input

Authoring Tools

- With multimedia authoring software can make :
 - Video production
 - Animation
 - Games
 - Interactive web sites
 - Demo disks and guided tours
 - Presentation
 - Kiosk Application
 - Interactive Training
 - Simulation, Prototype, and technical presentations

Authoring Tools

- Type of Authoring Tools for e-learning :
 - Adobe Captivate
 - Adobe Presenter
 - Articulate StoryLine and Studio
 - Composica
 - EasyGenerator
 - GoAnimate
 - Etc
- Online Authoring tools
 - ITyStudio, CourseArc (e-learning)
 - Animoto, WeVideo, Magisto (video)
 - Soundation, SoundSaunna, Twisted Wave(Audio)
 - etc.

Authoring Tools

- Type of Authoring Tools :
 - Card or Page Based Authoring Tools
 - Example : LiveCode
 - Icon-Object Based Authoring Tools
 - Multimedia elements and interaction cues (events) are organized as objects in a structural framework or process.

Authoring Tools

- Type of Authoring Tools (Continue) :
 - Time-Based Authoring Tools :
 - Authoring systems wherein element and events are organized along a timeline, with resolutions as high as or higher than 1/30 second.
 - Example : Adobe Flash , Adobe Director.

Authoring Tools

- When choosing Authoring Tools consider :
 - Editing Features
 - For creating , editing, and converting element of multimedia
 - Organizing Features
 - Provide organization, design and production process for multimedia involves storyboarding and flowcharting

Authoring Tools

- When choosing Authoring Tools consider (con't) :
 - Programming Features
 - Visual programming,
 - Programming with scripting,
 - Traditional Language such as C
 - Document Development Tools

Authoring Tools

- When choosing Authoring Tools consider (con't) :
 - Interactivity Features
 - Provide one or more interactivity :
 - Simple branching
 - Conditional branching
 - Structure language that support complex programming

Authoring Tools

- When choosing Authoring Tools consider (con't) :
 - Performance Tuning Features
 - Playback Features
 - Delivery Features
 - Cross Platform Features
 - Internet Playability

Supporting Materials

- <http://www.adobe.com/products/director/>
- <http://www.adobe.com/products/flash/whatisflash/>

Exercise

- Discuss the intangible elements needed to make good multimedia !
- Explain the four primary stages in a multimedia project !