



# MULTIMEDIA SKILLS

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# OVERVIEW

- What is the responsibility of each member of the software team?
- What background/training/skill is required of each?



# MULTIMEDIA DEVELOPMENT TEAM

- Typical members of a multimedia project team:
  - Project manager
  - Multimedia designer
  - Interface designer
  - Writer
  - Video specialist
  - Audio specialist
  - Multimedia programmer
  - Producer of multimedia for the web

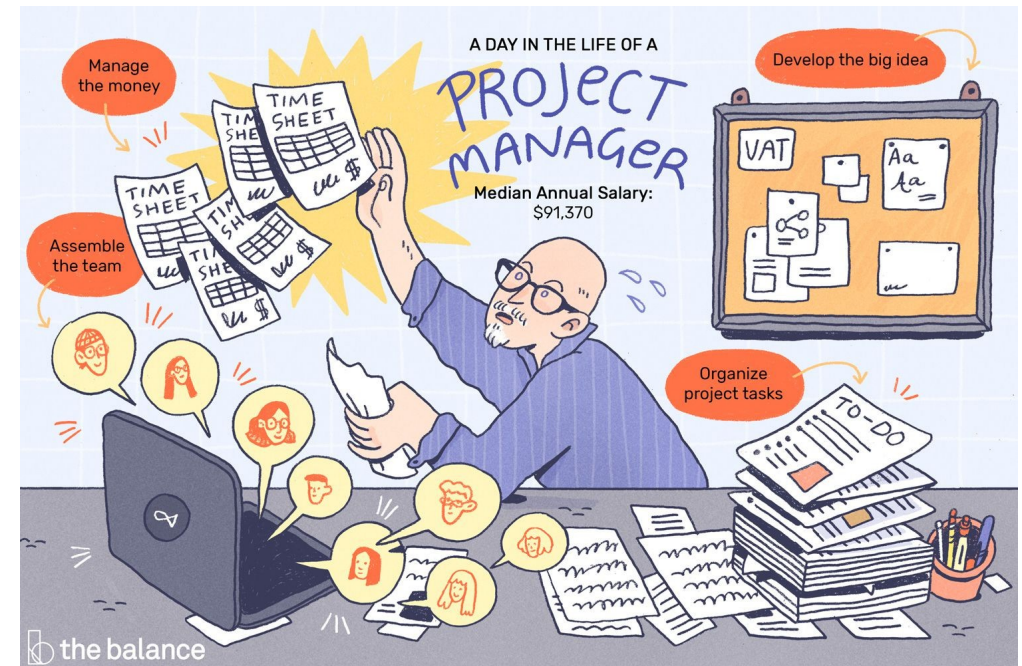


# PROJECT MANAGER

- Responsibilities
  - Designing
    - Devising a vision for the product
    - Working out the complete functionality
  - Management
    - Scheduling and assigning tasks, running meeting, managing milestones, manage budget
    - Overseeing all aspects of product development from beginning to end

# PROJECT MANAGER

- Background/skills
  - Understanding hardware & software
  - Communication skills
  - Organizational skills
  - Good “people” skills- a good listener





# MULTIMEDIA DESIGNER

- Responsibilities:
  - Dealing with the visuals
  - Creating a structure for the content
  - Determining the design elements required to support that structure
  - Deciding which media are appropriate for presenting which pieces of content
  - Multimedia designer can be: graphic designer, illustrators, animators, image processing specialist, interface designer, information designer



# MULTIMEDIA DESIGNER

- Background/skills
  - Ability to analyze content structurally and match it up with effective presentation methods
  - Expert on different media types, and a capable media integrator
  - Ability to look at information from different points of view and willing to shift your own point of view to be empathetic with end users
- Interpersonal skills
- Understanding the capabilities of the resources (human and technique)



# INTERFACE DESIGNER

- Responsibilities:
  - Providing access and control to the people who use it
  - Effective use of windows, backgrounds, icons, and control panels
- Background/skills:
  - Ability to visualize ideas
  - Knowing an authoring system is also crucial
  - Having basic drawing skills





# WRITER

- Responsibilities:
  - Creating characters, action, and point of view
  - Writing proposals, scripting voice-overs, actors' narrations and dialogs
  - Writing text screens to deliver messages
- Background/skills:
  - Background in copywriting
  - Ability to invent interactive dramatic structures



# VIDEO SPECIALIST

- Responsibilities:
  - Manage a large crew or work individually
  - Shooting video
  - Transferring the video footage to a computer
  - Editing the footage down to the final product (post production)
  - Preparing the completed video files for the most efficient delivery on DVD or the Web



# VIDEO SPECIALIST

- Background/ skills:
  - Understanding how to shoot quality video
  - Extensive knowledge of nonlinear editing programs like Final Cut Pro or Avid
  - A working knowledge of tools like Adobe Photoshop, AfterEffects, and ProTools



# AUDIO SPECIALIST

- Responsibilities:
  - Designing and producing music, voice-over narrations, and sound effects
  - Locating and selecting suitable music and talent,
  - Scheduling recording sessions, and digitizing and editing recorded material into computer files



# AUDIO SPECIALIST

- Background/ skills:
  - Thorough understanding of the requirements involved in producing a successful sound track
  - Strong background in sound recording and editing techniques
  - Understanding of digital sound, MIDI



# MULTIMEDIA PROGRAMMER

- Responsibilities:
  - Integrating all the multimedia elements of a project into a seamless whole using an authoring system or programming language
  - Teacher and technical coach to the team
- Background/ skills:
  - Coding skill
  - Ability to quickly learn and understand systems
  - Thorough understanding of the target operating system and the device capabilities needed to produce a robust solution
  - Ability to build extensions to the authoring system



# PRODUCER OF MULTIMEDIA FOR THE WEB

- Responsibilities:
  - Coordinates set of pages for the web
  - Maintaining/updating site content, managing documents, and developing new site features
- Background/skills:
  - Knowledge of HTML coding of tables, frames, and forms, knowledge of CGI scripting
  - Knowledge of Photoshop and Flash.



# THE SUM OF PARTS

- Selecting “team players” is only the beginning of a team-building process
- In any project, including multimedia, teambuilding activities improve productivity by fostering communication and a work culture that helps its members work together



# PROCESS OF MAKING MULTIMEDIA

- Idea analysis
- Pretesting
- Prototype development
- Alpha development
- Beta development
- Delivery



# IDEA ANALYSIS

- The aim is to generate a plan of action that will become road map for production
- Balancing ideas: continually weigh your purpose or goal against the feasibility and cost of production and delivery
- Maintain balance between purpose and feasibility by dynamically adding and subtracting multimedia elements as you stretch and shape your idea (Additive/subtractive processes)



# PRETESTING

- Define your project goals in greater details
- Define skillset need
- Create outline
- Position sales and marketing (for commercial products)
- Work up a prototype of the project on paper, with an explanation of how it will work



# PROTOTYPE DEVELOPMENT

- Building screen mock-ups
- Designing content map
- Designing human interface
- Testing ideas, mock up interfaces, exercise the hardware platform

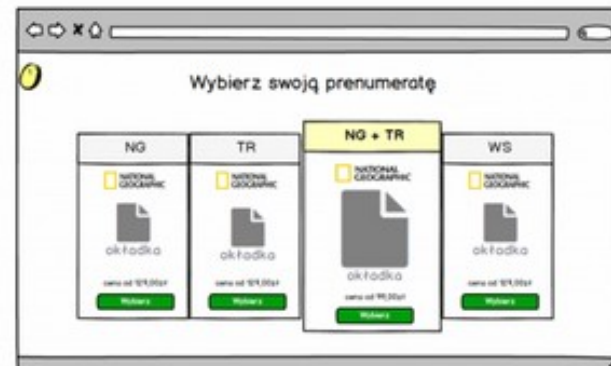
# PROTOTYPE DEVELOPMENT



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## WIREFRAME

Structure + Functions + Content



## MOCKUP

Style + Colours + Right Content





# PROTOTYPE DEVELOPMENT

- Test your prototype along several fronts:
  - Technology (will it work on your proposed delivery platform or platforms?),
  - Cost (can you do this project within budget constraints?)
  - Market (can you sell it, or will it be properly used if it is an in-house project?),
  - Human interface (is it intuitive and easy to use?)
- Arrange a focus group to watch potential end users experiment with your prototype and analyze their reactions



# PROTOTYPE DEVELOPMENT

- Preparing a written report and analysis of budgets and anticipated additional costs
- Developing a revised and detailed project plan for the client
- Finalizing your budget and payment schedule for the continuation of the project



# ALPHA DEVELOPMENT

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- Details the storyboards
- Finalize the story scripts
- Produce graphic art
- Produce sound and video
- Solve technical problems
- Test working version



# BETA DEVELOPMENT

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- Distributing to wider arena of testing
- Responding to bug reports
- Preparation of user documents
- Preparation of packaging
- Announcement and PR



# DELIVERY

- Prepare technical support
- Install sales team
- Run support hotline and live chat
- Handle the predicted increased volume of



Imagination is more important than knowledge. Knowledge is limited. Imagination circles the world.

**Albert Einstein.**

