BriefingRoom

What can I use this for?

The BriefingRoom framework is designed for rapid development of digital communications and multimedia presentations.

Dual Use:

Online – Generate a flash microsite and a version for mobile devices
Presentation – Generate a full-screen presentation that can run locally off your computer (PC or Mac)

Build Pages with InDesign CS4+

Break the content into sections and format the room with the title, etc. Initially review pages via printouts or pdf. Link interactive buttons to any lightboxed media content. Export InDesign file to overwrite pages.swf then open the site.xml file and update the startpage tags to the number of the first page for each section.

Link to Media

Within the pages.indd, create the buttons that open linked videos, images and audio in a lightbox. Select the button and from the top menu, select Object > Interaction > Convert to Button. The buttons palette should now be open. Select the name field and enter the file name of the media asset (movie.flv for example). All linked media files should be in the content folder. Can also link to a url by entering url:http://websitenamehere.com into the name field (if website url is longer than 32 characters, use a url shortener such as http://bitly).

When finished, overwrite the pages.swf file with a new Export from InDesign.

Linked Media Examples

* Shorten file names to fit within the Interactive Button name field (32 characters)

** For website links that are too long to fit in the Interactive Button name field, use a url shortener such as http://bit.ly to create a shorter link.

*** To create title text in the audio player, use the media linking method described on the next page.

More Linked Media Examples

To create lightboxes with text fields or groupings of content (as in a case study for example) link to an xml file which contains the markup for how to display the media content.

lightbox with text

case study