Basic Multimedia Concepts

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Content Relation

Based on the needs analysis, the members of the Marketing department within the Company struggle with basic multimedia tasks associated with their respective roles. These tasks include image resizing, adding transparency, the inability to contribute to photo and video shoots, etc. These basic tasks are constantly being handed off to a small number of specialists which consume time and limit efficiency for everyone involved. The current instruction is focused on teaching the basics of multimedia concepts to Company team members, specifically to employees of the Marketing department using a learning management system and the website in relation to this task. These multimedia concepts are broken down into eight subcategories teaching photo/video concepts, composition techniques, DSLR related hardware, photo manipulation, video editing, image filetypes/video encoding, audio hardware and finally audio mixing. Four pieces of media are chosen for this task, but these four images are only a fraction of the examples that would be provided for the instruction.

The original digital photograph used was a B-roll photo taken at a film shoot ten years ago and provides a great example of the wide aperture element of the exposure triangle photo/video concept. The wider the aperture, the shallower (or shorter) the depth of field is and is the defining exposure triangle element in the photo. The resized version of this photo uses the same process as the rest of the other images for this task. Using Adobe Photoshop, the photo was simply dragged into the program where it opened and then the "Image Size" option was selected by going to the "Image" menu. This allows for a change to the image size dimensions while also allowing for the option of maintaining aspect ratio which was chosen to adhere to. All of the

resized media for this task with the exception of the scanned adapted image are not perfectly

640x480, but just a little less based on the aspect ratio they were originally rendered in. The

cropped version of the original photograph was made by selecting the rectangular marquee tool

in Photoshop, selecting the appropriate area, which in this case was just removing the non-actors

and selecting "Crop" from the "Image" menu. The goal of the adapted version of the original

photograph was to use post-processing to change the disposition of the photograph from sunny to

a more subtle overcast. This was achieved by using the curve editor by going to the "Image"

menu, "Adjustments" and then selecting "Curves", selecting the blue channel and raising it ever

so slightly in the middle. Too much post-processing removes the realistic element from the

image. The image was also destaurated by selecting "Hue/Saturation" from the "Adjustments"

menu as well to remove the bright colors associated with sunny days.

The next image was a scanned piece of hand-drawn information that showcased the

exposure triangle which, as mentioned above, is a fundamental part of learning photo/video

concepts. Similar methods were used when creating the 640x480 version, the extraneous white

space was trimmed off because a smaller scaled version of the original image at 640x480

resolution made it unreadable. This was done by editing the "Canvas Size" from the "Image"

menu to 640x480 and using the "Transform" tool to scale down and reposition the image within

the canvas dimensions. With removed empty white space, the content appears legible at the

smaller size.

The art piece used is an original 3d graphic design piece created and rendered using

Cinema 4D, this image was chosen because it can be used to explain layers and transparency

concepts in a piece of software like Adobe After Effects or Photoshop. The planet portion

initially did not have a background, but was later combined with a gradient background to form

the current image in Photoshop. The exact same steps to change image dimensions as the

previous images was utilized to create a downscaled version of this image.

　　　　The last image is a cityscape (Sørensen, 2019) that was taken from a very popular free

image website known as Pexels. This image was chosen to showcase multiple composition

techniques such as symmetry, the quadrant system and use of negative space and is a great

example of what team members can eventually be capable of achieving with enough experience.

References

Sørensen, F. (2019, May 31). Photo of New York City Cityscape. Retrieved January 6, 2020,

from https://www.pexels.com/photo/photo-of-new-york-city-cityscape-2404843/.