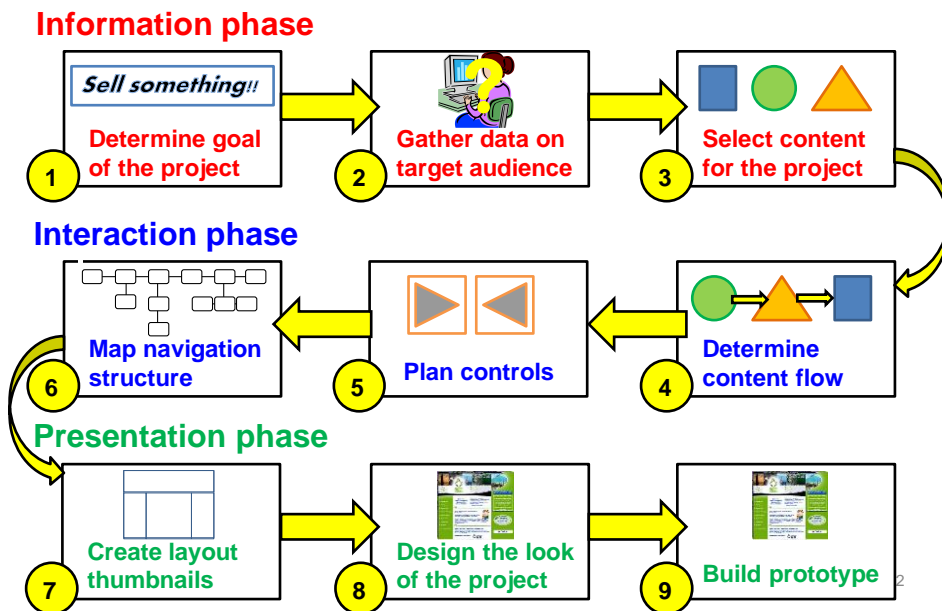


EBU5305

## Interactive Media Design and Production

### Design Techniques (Information Phase)

### Multimedia Project Design Process



## The information phase



1. Determining the **purpose** of the site / application
  - What is the site supposed to do?
2. Determining **who** will be using the application
  - Know your audience!
3. Determining the **content** of the application
  - What information will be given?

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Let's say that:

- ▶ The goal of your interactive media application is to promote the QM/BUPT joint programme
- ▶ Users should be led to download an application form and leave their contact details.

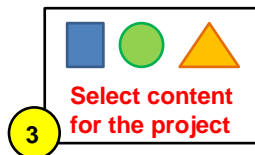
4



Let's say that:

- ▶ Your target audience are prospective students and their family
- ▶ Your application will be made available on line
- ▶ The users will access your application from home
- ▶ They will be using their personal laptop

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- ▶ The last step of the information phase is to determine the **content of the application: scope and depth**.
  - What information will be given?
  - Will there be text, images, videos, sound? If so, of what?
  - How will the information be grouped?
- ▶ One of the best ways to work out this part of the design is to conduct **brainstorming** sessions and then draw a **mind map**.

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# Design technique 1: Brainstorming and Mind Mapping



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## How to brainstorm?

### 1) Write a clear, focused objective

- What information will be given?
- Will there be text, images, videos, sound? If so, of what?
- How will the information be grouped?

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# How to brainstorm?

## 2) Launch the session

- The team leader should start the session with an overview of the project.
- Next the leader introduces the "Rules For Brainstorming."
  - ✓ Weird, wild, wacky and off the wall, ideas are welcome.
  - ✓ Negativity is not.
  - ✓ Build on ideas.
  - ✓ Don't shoot them down.
  - ✓ No interruptions from outside allowed. (That includes hand phones.)
- The team leader then reads the focus statement, encourages some preliminary ideas, and writes those ideas down for all to see.

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# How to brainstorm?

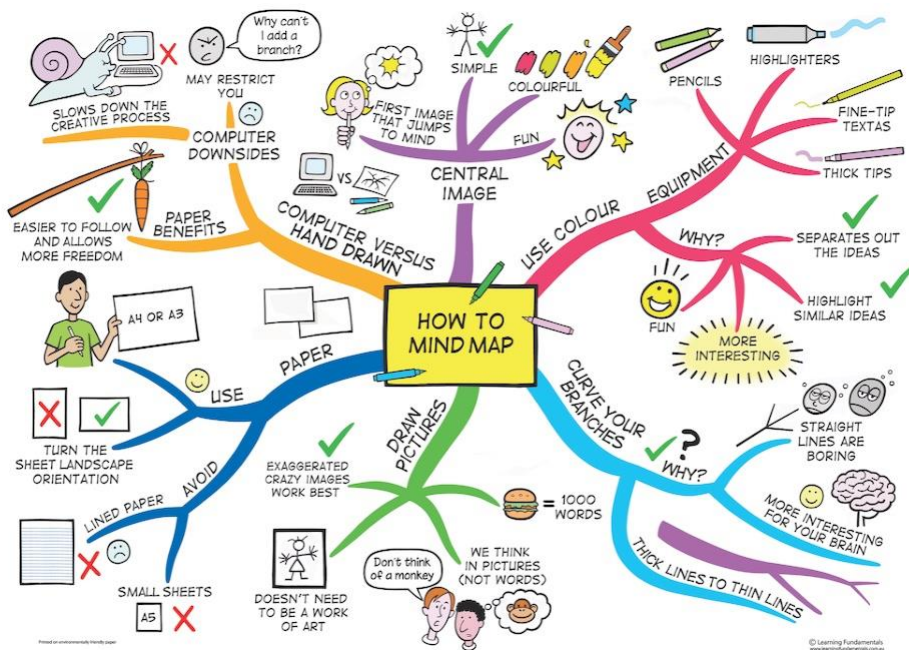
## 3) During the session

- The team leader should contribute to, but not inhibit the flow of ideas. Don't be too controlling. Encourage participation from everyone. And don't let one person hold the stage. Bring the discussion back to the focus statement when it wanders.
- About half way through the session, the leader should call a "time out" to review and evaluate the ideas that have been generated.
- Take a vote, thumbs up or down on each idea. Toss the bad ideas. Then look at each of the good ideas and ask if there are ways to improve them, or come up with ideas that are similar. After the leader has covered each of the good ideas, it's time to generate more new ideas just as you did at the beginning of the session.

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# What is a mind map?

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## How to mind map?

- Start in the centre with an image or symbol of the topic.
- Select key words and write using upper or lower case letters.
- The lines should be connected, starting from the central image.
- The lines become thinner as they radiate out from the centre.
- Make the lines the same length as the word/image they support.
- Use multiple colours throughout the mind map, for visual stimulation and also for encoding or grouping.
- Develop your own personal style of mind mapping.
- Use emphasis and show associations in your mind map.
- Keep the mind map clear by using radial hierarchy.

## The information phase



1. Determining the **purpose** of the site / application
  - What is the site supposed to do?
2. Determining **who** will be using the application -> **user requirements / end user profiling**
  - Know your audience!
3. Determining the **content** of the application -> **use brainstorming and mind mapping**
  - What information will be given?

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