

Chapter 8

Multimedia Authoring Tools

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.: Introduction to Multimedia Authoring Tools

- **Helpful ways to get started:**

- Use pre-made templates, wizards, and styles to save time on page setup.
- Improve document appearance with tables, bulleted and numbered lists, and symbols.
- Help readers find information with tables of contents, running headers and footers, and indexes.
- Use quick-change, spelling, and grammar checker features.
- Include identifying information in the filename.

- **Making instant multimedia**

- The scope of your project determines the appropriate production tool.
- Modern office productivity software can perform many simple multimedia tasks.
- Most modern PCs have some multimedia creation tools built in.

∴ Types of Authoring Tools

- **Types of authoring tools**
 - Card- and page-based authoring tools
 - Icon- and object-based authoring tools
 - Time-based authoring tools



- ***Card-* and *page-based* authoring tools**
 - Elements are arranged like pages of a book or cards in a stack.
 - These tools contain media objects such as buttons, text fields, and graphic objects.
 - **Runtime Revolution** and **ToolBook** are examples of page-based systems.

- **Card- and page-based authoring tools (*continued*)**
 - Characteristics of objects are defined by properties.
 - Objects may contain scripts that specify a related action.
 - One or more intermediate files are usually required for handling script actions and routines.
 - Cards or pages can contain multiple layers.



ICONS & OBJECTS



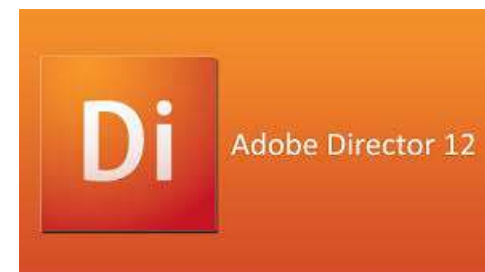
- ***Icon- and object-based* authoring tools**
 - Icon-based and object-based tools provide a visual programming approach to organizing and presenting multimedia.
 - Multimedia elements and interaction cues are organized as objects in a flowchart.
 - Flowcharts can be built by dragging appropriate icons from a library, and then adding the content.



TIME

- ***Time-based* authoring tools**

- Time-based tools are best suited for messages with a beginning and an end.
- **Adobe's Flash, Animate CC and Director** are time-based development environments.



– Adobe Flash

- Flash is used for delivering rich multimedia content to the Web.
- It allows the creation of simple static HTML pages with the **Flash Player** plug-in.

– Adobe Director

- A multimedia database, “**Cast**,” contains still images, sound files, text, shapes, scripts, movies, and other Director files.
- **Score** is a sequencer for displaying, animating, and playing Cast members.
- **Lingo** is an object-oriented scripting language that enables interactivity and programmed control.

.: Features of Authoring Tools

- Editing and organizing features
- Programming features
- Interactivity features
- Performance tuning and playback features
- Delivery, cross-platform, and Internet playability features

Editing and organizing features

- Authoring systems include editing tools to create, edit, and convert multimedia elements such as animation and video clips.
- The organization, design, and production process for multimedia involves **storyboarding** and **flowcharting**.
- Visual flowcharting or an overview facility illustrates project structure at a macro level.

Programming features

- Visual programming with icons or objects is the **simplest and easiest authoring process**.
- Authoring tools offer “very high level language” (VHLL) or interpreted scripting environment.

Interactivity features

- Interactivity gives the **end user control** over the content and flow of information in a project.
- **Simple branching** is the ability to go to another section of the multimedia production.
- **Conditional branching** is an activity based on the results of IF-THEN decisions or events.
- Structured language supports complex programming logic, subroutines, event tracking, and message passing among objects and elements

Performance-tuning and playback features

- Achieving **synchronization is difficult**, considering that performance of the different computers used for multimedia development and delivery varies.
- Authoring system should **facilitate precise timing** of events.
- These features should enable developers to build part of a project and then **test it immediately**.

.: Cross Platform Authoring Notes

Cross-platform and Internet-playability features

- It is important to use tools that **facilitate easy transfer** across platforms.
- Authoring systems provide a means for **converting their output** to be delivered within the context of HTML or DHTML.

.: Developing multimedia project

i. Planning and costing:

- The needs of a project are analyzed by outlining its messages and objectives.
- Require expertise, time and budget, graphic template, navigational syructure, prototype

ii. Design and production:

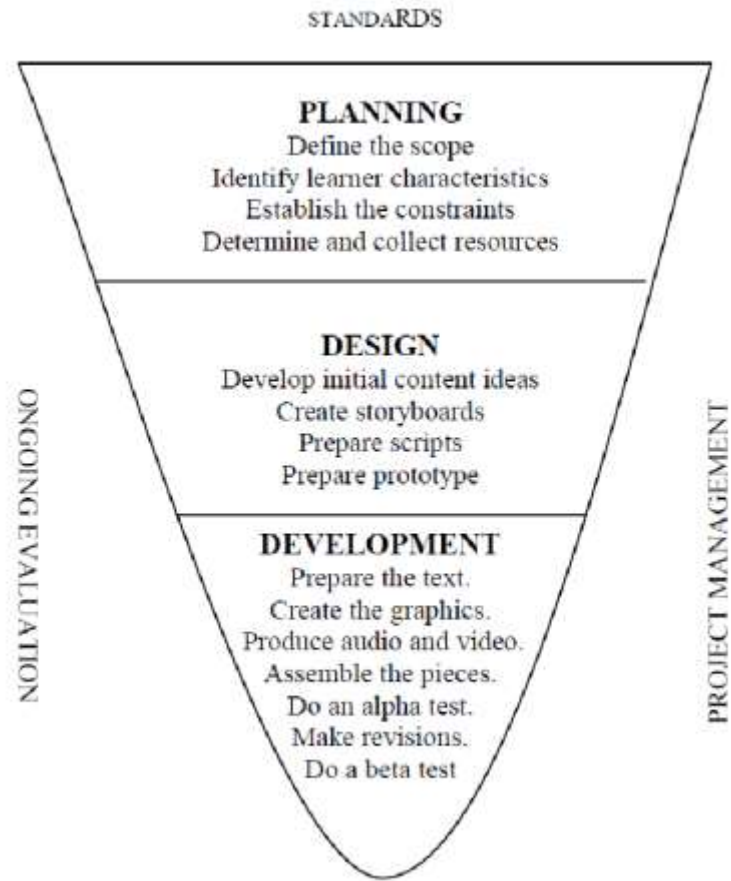
- The planned tasks are performed to create a finished product.
- The product is revised, based on the continuous feedback received from the client.

iii. Testing

- The program is tested to ensure that it meets the objectives of the project, works on the proposed delivery platforms, and meets the client requirements.
- Alpha testing, beta testing

iv. Delivery

- The final project is packaged and delivered to the end user.



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*Thank
you!*

