Multimedia Project Planning

Title: Multimedia Project Planning

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Chapter 7 **MULTIMEDIA PROJECTS STAGES**

Learning Outcome

Objectives of this chapter are: -

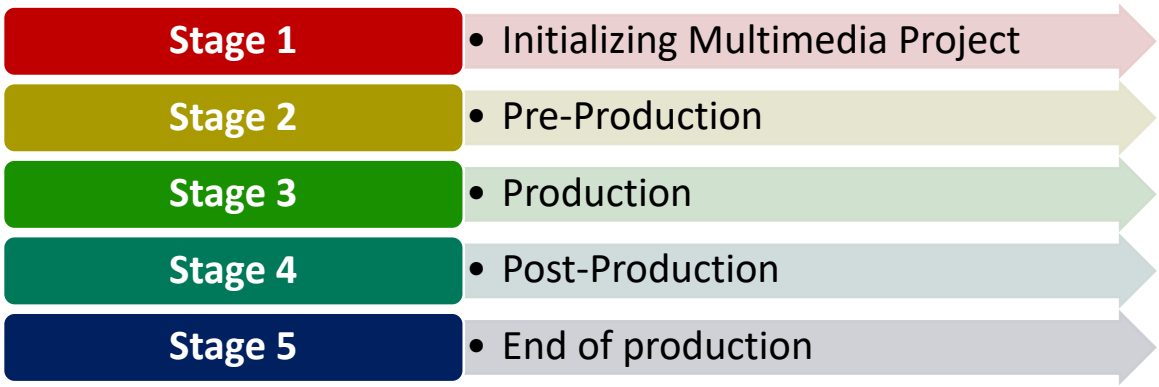
- Multimedia Project stages
- Development paradigm

Multimedia Project Steps

Multimedia projects are hard work. Even the most talented professionals cannot just wing a project and expect great results. Clients deserve a proper plan and project structure.

Every project needs to be properly managed. That is why Multimedia projects follows a series of steps in order that your projects are a success from beginning to end.

There are five stages involved in the multimedia projects: -



1. Initiating A Multimedia Project

The management of a company or individuals decided to make multimedia. They will meet the multimedia project manager and give the project to him / her. The multimedia Project start with Idea and Vision

Idea

Ideas comes to us all the time. If we are working in multimedia department, we should always write down the ideas which come to us immediately. Because we are always busy and we could forget all the ideas which come to us. We should always carry a

diary and write down all interesting things we see, or good ideas come to our mind, or interesting someone tell us. These are the tips how to get ideas for your multimedia project: -

- **Form A Team -** Developing a multimedia presentation single-handedly is unwise – unless you are genius. You need people to share ideas with, people to discuss things with – as well as technical people who can develop scripts, graphics and make the production. You could get ideas from your friends, Multimedia professionals, your team members, or anyone else is already in this business.
- **Research Is Vital -** You or someone in the team needs to start research about ideas for project. This includes the YouTube, Facebook or LinkedIn and so on. Your initial ideas are not necessary to exact what it is and need to be modified. Researching the market is an ideas-generating process.
- **Added Value from The Team -** An Initial Production Meeting is a great way to start generating more ideas. An old-fashioned whiteboard/flip chart and Q & A session with the team will soon have ideas popping up all over the place. Write them all down on the board so everyone can see them. Then write up all the good ideas afterwards.
- **Lean on Your Scriptwriter -** you should give your scriptwriter all materials gathered by you from research team and brainstorming of ideas from the initial production meeting. Ask for multiple script solutions then you can choose the best one.

Now we have the idea for multimedia project, and it is time to meet the client to discuss about it.

Project vision

The project proposed and our duties to go and ask question about project to understand fully what it is all about the vision of the project.

The vision could be advertising product, giving information about something, selling product, etc.

The project manager along with team members need to make appointment with the client and discus about project Vision. You and your team need to understand the vision of the project and inject the vision into the project.

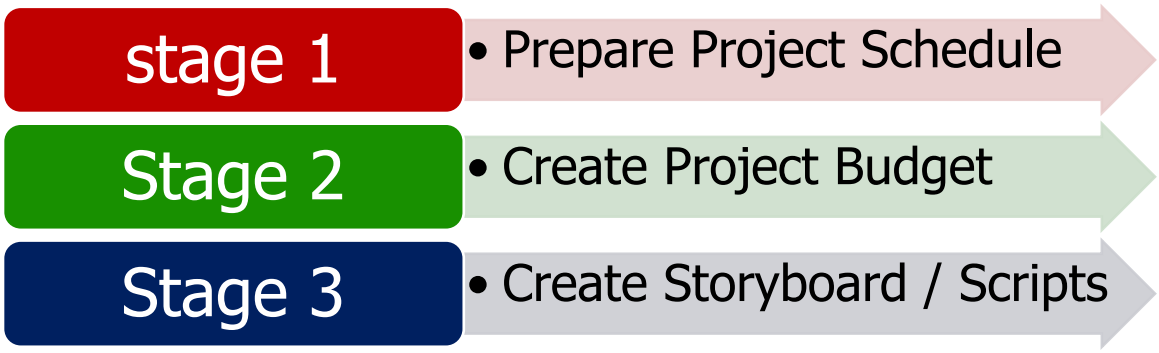
2. Pre-Production of Your Project

You cannot just jump right into a project and expect that you will be ready. The pre-production step allows us to prepare for a project and lay the groundwork for production.

It sounds like a lot, but planning these things out ends up saving a lot of time and helps ensure that project shoots go as smoothly as possible.

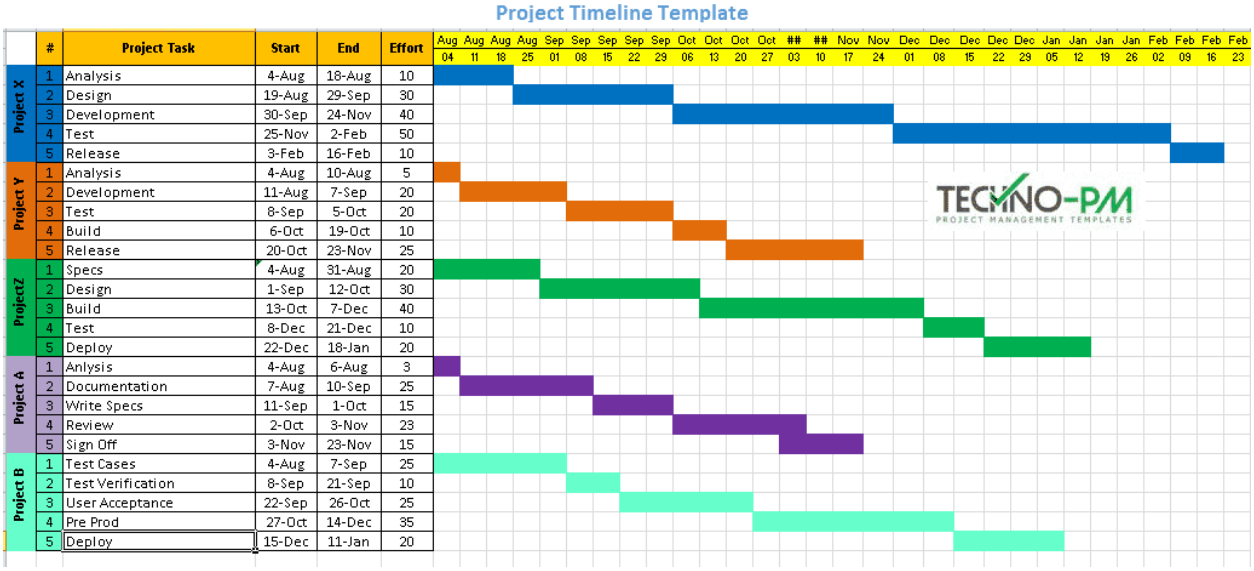
A plan identifies the processes and stages needed to meet the desired objectives. It should include a timetable with a start and end date and milestones along the way. These will be linked to stages in the production path and should identify deliverables and payment milestones for each stage. Deliverables may be analysis documents, design documents, storyboards, manuals, prototypes, or any media elements such as graphics or video clips.

Project Plan Stages: -



Project Schedule

All project needs to have timeline, start date and end date. Based on that we need to create project Schedule. Very critical to finish the multimedia projects on time because multimedia sometimes required on time otherwise useless.



	#	Project Task	Start	End	Effort
Project X	1	Analysis	4-Aug	18-Aug	10
	2	Design	19-Aug	29-Sep	30
	3	Development	30-Sep	24-Nov	40
	4	Test	25-Nov	2-Feb	50
	5	Release	3-Feb	16-Feb	10
Project Y	1	Analysis	4-Aug	10-Aug	5
	2	Development	11-Aug	7-Sep	20
	3	Test	8-Sep	5-Oct	20
	4	Build	6-Oct	19-Oct	10
	5	Release	20-Oct	23-Nov	25
ProjectZ	1	Specs	4-Aug	31-Aug	20
	2	Design	1-Sep	12-Oct	30
	3	Build	13-Oct	7-Dec	40
	4	Test	8-Dec	21-Dec	10
	5	Deploy	22-Dec	18-Jan	20
Project A	1	Anlysis	4-Aug	6-Aug	3
	2	Documentation	7-Aug	10-Sep	25
	3	Write Specs	11-Sep	1-Oct	15
	4	Review	2-Oct	3-Nov	23
	5	Sign Off	3-Nov	23-Nov	15
Project B	1	Test Cases	4-Aug	7-Sep	25
	2	Test Verification	8-Sep	21-Sep	10
	3	User Acceptance	22-Sep	26-Oct	25
	4	Pre Prod	27-Oct	14-Dec	35
	5	Deploy	15-Dec	11-Jan	20

Figure 1 Project Timeline

Project budget

When we already know the vision of the multimedia project, we estimate the budget for the multimedia project. These budgets will include all staff salary, camera, and time spend to create multimedia. The table below is example of multimedia budget.

ABC Multimedia Enterprise			
No	**Description**	**Budgeted (RM)**	**Remarks**
1	Initialization cost	RM500.00	
2	Scriptwriter	RM350.00	
3	Videographer (Cameraman)	RM1500.00	Including Video camera and equipment
4	Photographer	RM760.00	Including camera and equipment
5	Video editor	RM1200.00	Estimated of 20 hours working day
6	Audio specialist (Including cost of music and songs)	RM490.00	Royalty fee to music producers
7	Storage device (DVD's, USB's, etc.)	RM1100.00	
8	Other staff budgets (including Background stage staff like Public Relations staff)	RM600.00	
9	Transportation fee	RM2300.00	
10	Other costs	RM1000.00	
Total Costs		RM9800.00	

Remarks:

- 30% payment in advance prior to project approval.
- 20% payment after pre-production stage.
- 30% payment after production stage.
- Balance payment on project completion and delivery.

When they agree for the project, they should pay for 30% of the total amount and then the project will start and there will be an agreement between two parties. And all terms and condition such as cancelling project, delay on project will be mention there.

Writing script and storyboard

As you develop an idea for a multimedia project, do not rely on your memory to pull it all back together later. There's tremendous practical value in converting your ideas into something tangible, even if you do not think you will forget—putting words to your project will usually help you clarify the planning steps above.

You should, after thinking about audience, practical concerns, and impact, have some idea of what form your project will take. Here are a few of the common documents you may wish to create for a project.

Create a script

The script is simply a line-by-line recitation of dialogue and actions that might occur. It is common to denote people or characters in capital letter, and actions or stage directions in italics, but you can do whatever is appropriate for your project.

The Turtle and the Hare

Hare: Once upon a time, there were two friends: a turtle and a hare. They were preparing for a running competition.

Turtle: Okay, but let's decide a day and a place.

Hare: All right! Sunday at ten. It's okay?

Turtle: Don't worry. I will be there.

Hare: See you! Bye!

Turtle: Bye bye, Hare!

When they decided the day and place, they ate and slept very well to be full of energy. The day of the competition finally came.

Turtle: Hey! Don't worry. Have fun running. ☺

Hare: Nah! Come on. Let's run. Are you ready? Let's count!

Hare and Turtle: One, two, three!!! Go!!

And the competition started. The hare ran very fast, but the turtle ran very slowly. Soon after, the hare stopped for a moment.

Figure 2 Scripts example

In the case of an interview, you won't know what your interviewee will say, but your own questions should be planned out in advance so that you can be sure that you ask everything you meant to when the interview occurs. Also, it is a good idea to go back

later and note your interviewee's key points and the times they occurred in the video to make the editing process easier down the road.

Storyboard

This step is frequently overlooked, especially in smaller projects, but it is a valuable way to plan before you go out and film. You can start with just a series of boxes—use the attached file below as a template or create your own. Number each box and write in the "location" for each visual point of interest. Then, make a small sketch, showing what each scene or interaction point should look like. This is where you would want to think back to things like intended impact and decide what kinds of angles and content would best achieve your goals. If you are creating a static work, such as sculpture or imagery, try doing concept art sketches and reference photos!

What Is a Storyboard?

When you make a video for your business, it is a demo video, a sales video, a training video, or any short online business video, planning is extremely important. One of the most important stages of planning out your video is creating a storyboard.

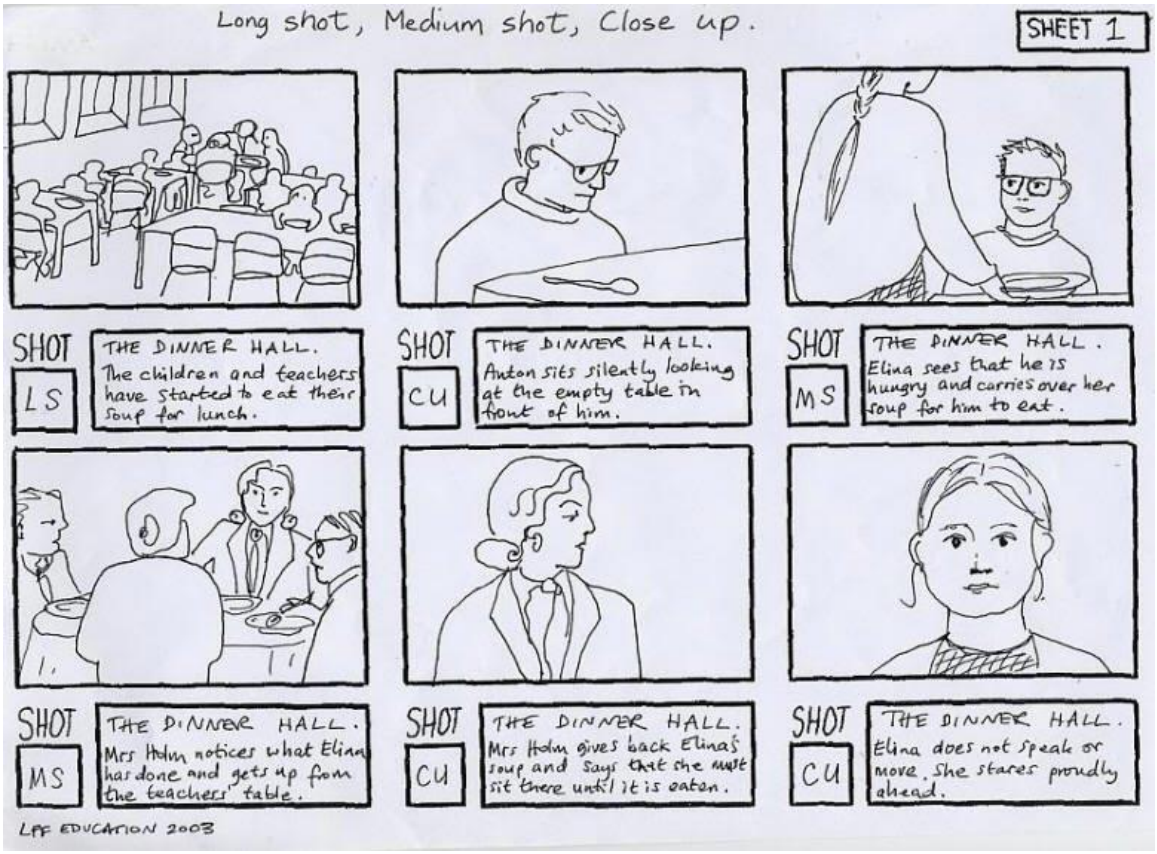


Figure 3 Storyboard Example

A storyboard is a graphic representation of how your video will unfold, shot by shot.

It is made up of several squares with illustrations or pictures are representing each shot, with notes about what's going on in the scene and what's being said in the script during that shot. Think of it as sort of a comic book version of your script.

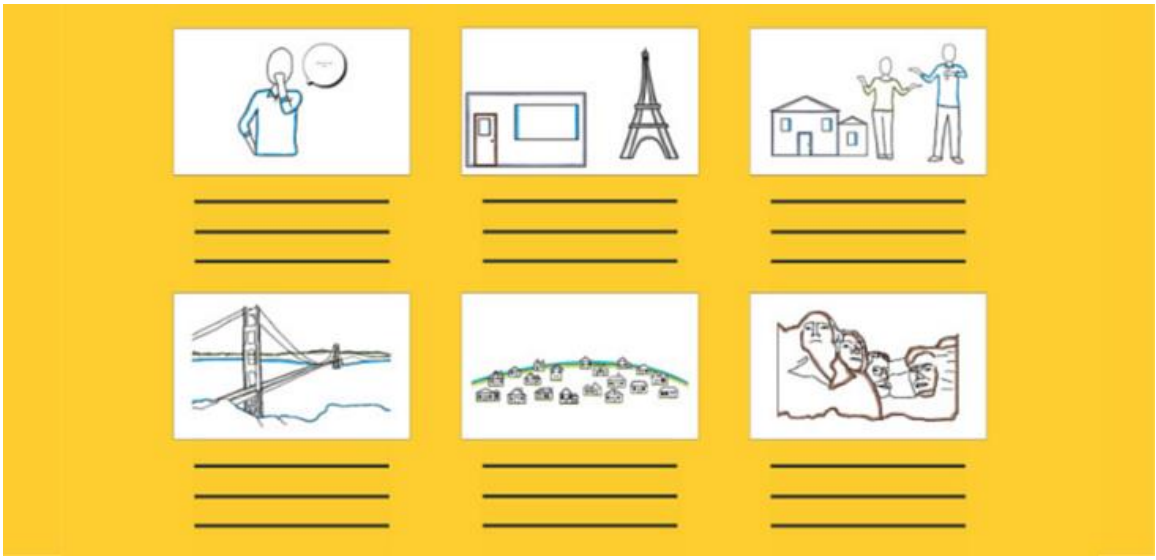


Figure 4 Storyboard Template Examples

Why You Need a Storyboard?

Creating a storyboard might just sound like an extra step in the process of making a video for your business but trust us — it's a step you won't want to ignore. Here are three reasons why you need a storyboard: -

1. Best way to share your vision
2. Makes production much easier
3. Saves you time

1. **Best way to share your vision -** A visual aid makes it much easier for you to share and explain your vision for your video with others. We have all had experiences where we were trying to explain something, and the other person just cannot see your vision. The core of this issue is that most stakeholders do not have the experience of visualizing something off a text deliverable, such as a script. When you have a storyboard, you can show people exactly how your video is going to be mapped out and what it will look like. This makes it infinitely easier for other people to understand your idea.
2. **Makes production much easier -** When you storyboard a video, you are setting up a plan for production, including all the shots you'll need, the order that they'll be laid out, and how the visuals will interact with the script. The storyboard is a starting point or suggested thorough line around which you can plan your coverage (all the angles you will shoot of a scene). This really comes in

handy when you are making your video, as it ensures you won't forget any scenes and helps you piece together the video according to your vision.

3. **Saves you time** - While it may take you a little while to put your storyboard together, in the long run it will save you time in revisions later. Not only will it help you explain your vision to your team, it will also make the creation process go more smoothly.

Now how do you go about creating a storyboard for your video?

1. **Create blank slides -** The first step in creating a storyboard is to draw a series of squares on a piece of paper (you can also find tons of printable storyboard templates on Google). Think of these squares as the video frame. In each square a different shot or scene will take place. You can sketch the scenes by hand, create them on a computer or even take photographs. Make sure to leave space to write notes and lines from the script beneath or next to each frame.
2. **Add your script -** Beneath each picture, write the lines from the script that will be spoken in that scene and jot down some notes about what is happening. Your storyboard should read like a comic book, so readers (coworkers, clients, etc.) can get a sense of exactly what will happen in your video.
3. **Sketch your story -** Next, you should sketch how each scene will look visually. Note that your storyboard does not have to be incredibly detailed — you do not have to draw in all of the props or even use color. (Hint: You do not have to be great at drawing either. Bad drawings are far better than no drawings at all.) Just provide enough visual detail to give an impression of what is happening, which characters are in the scene and what the general framing will look like. The script and notes will help fill in the rest of the details. You can also make notes about camera angles and movement, transitions between shots and other details that will come in handy during production and postproduction.

Helpful Tips to Keep in Mind

Here are some tips that can help you as you storyboard your video: -

- Show it do not tell. Use the storyboard as a litmus test to determine if your story is truly being visualized.
- Be cinematic. Does your video do things that movies do? Do people, places and things move or stand still? Does the camera move? Keep these factors in mind and bring them all together to create a cinematic video.
- Make sure it is logical and coherent. You are creating a story, so the video should look visually consistent from beginning to end
- Pick a theme. If you want to create a video infographic, add relevant charts and graphs. Want to highlight a customer pain point, show a character on screen and take them through a journey.

- Include all relevant details. Break up your script into smaller chunks and make note of important information: -
    - What is the setting or background for the scene?
    - Is there a character on screen? If so, what action is the character performing?
    - What props are in the scene? This should fit in with the context of the background / setting you are using
    - Will any text appear on screen? What is the size, color, and position of the text?
    - What message are you trying to deliver?

Deciding on process model for our project will be the next steps. Sometimes the project itself tell us how to choose process model. For example, in building project we have to choose waterfall model. We will choose process model based on our project details. Here are the development paradigm models for software developments which it could apply for all kinds of development projects.

Development Paradigm

The software development paradigm helps developer to select a strategy to develop the software. A software development paradigm has its own set of tools, methods and procedures, which are expressed clearly and defines software development life cycle. A few of software development paradigms or process models are defined as follows: -

- Waterfall model
- Iterative model
- Spiral model
- V-Model
- Big Bang Model

Waterfall Model

Waterfall model is the simplest model of software development paradigm. It says the all the phases of SDLC will function one after another in linear manner. That is, when the first phase is finished then only the second phase will start and so on.

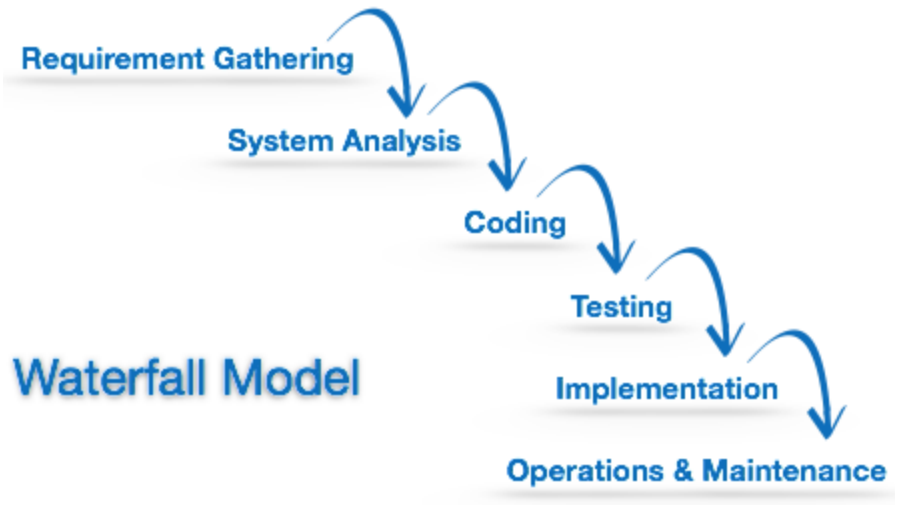


Figure 5 Waterfall Model

This model assumes that everything is carried out and taken place perfectly as planned in the previous stage and there is no need to think about the past issues that may arise in the next phase. This model does not work smoothly if there are some issues left at the previous step. The sequential nature of model does not allow us go back and undo or redo our actions.

This model is best suited when developers already have designed and developed similar software in the past and are aware of all its domains.

Iterative Model

This model leads the software development process in iterations. It projects the process of development in cyclic manner repeating every step after every cycle of SDLC process.

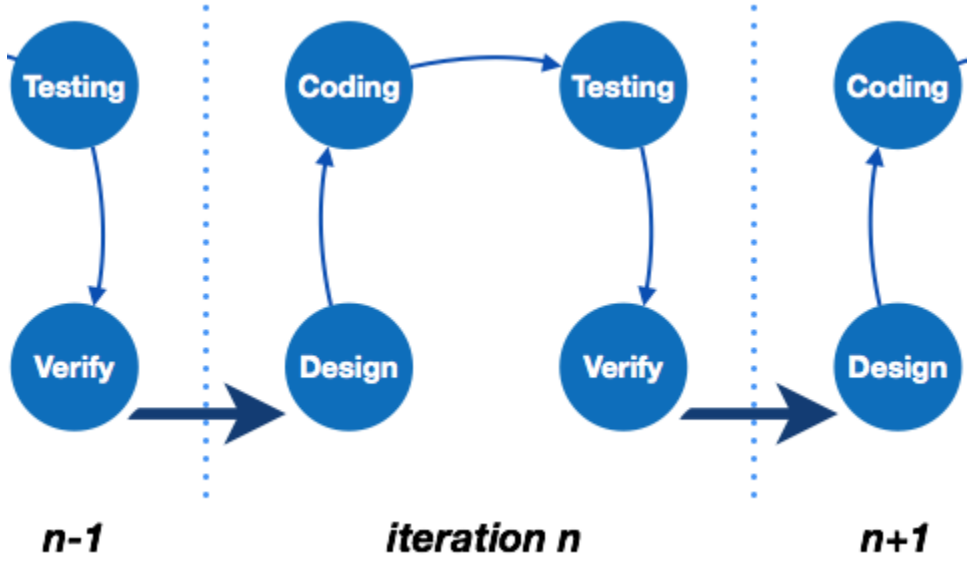


Figure 6 Iterative Model

The software is first developed on very small scale and all the steps are followed which are taken into consideration. Then, on every next iteration, more features and modules are designed, coded, tested and added to the software. Every cycle produces a software, which is complete in itself and has more features and capabilities than that of the previous one.

After each iteration, the management team can do work on risk management and prepare for the next iteration. Because a cycle includes small portion of whole software process, it is easier to manage the development process but it consumes more resources.

Spiral Model

Spiral model is a combination of both, iterative model and one of the SDLC model. It can be seen as if you choose one SDLC model and combine it with cyclic process (iterative model).

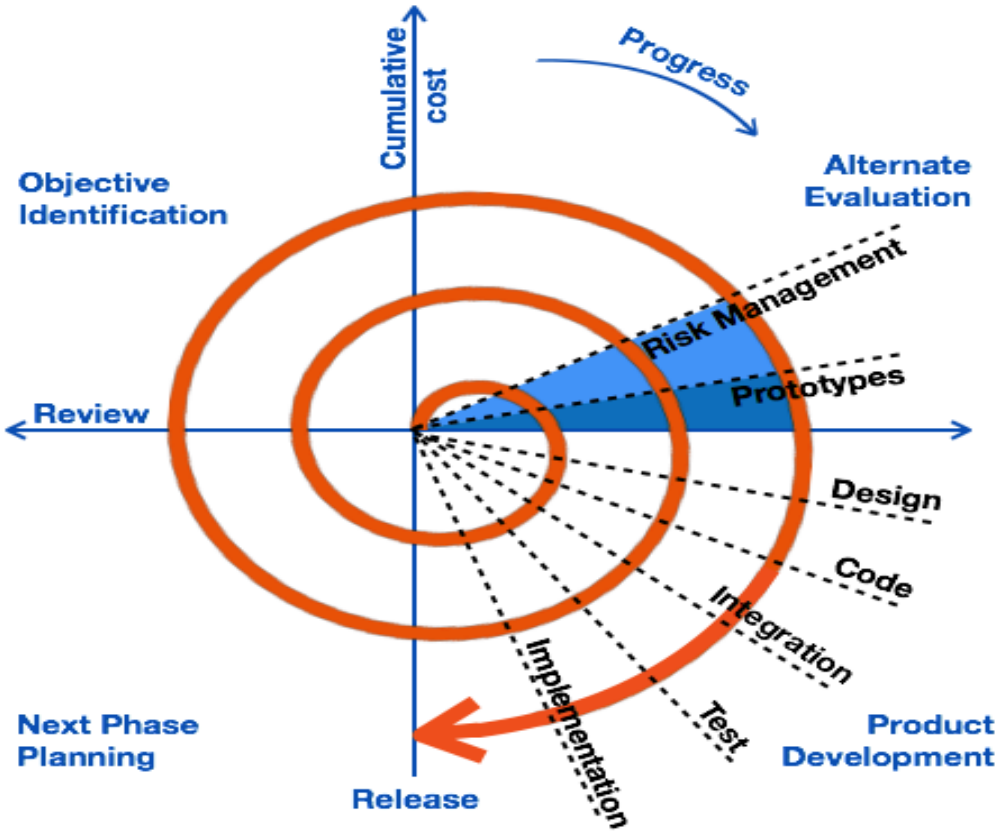


Figure 7 Spiral Model

This model considers risk, which often goes un-noticed by most other models. The model starts with determining objectives and constraints of the software at the start of

one iteration. Next phase is of prototyping the software. This includes risk analysis. Then one standard SDLC model is used to build the software. In the fourth phase of the plan of next iteration is prepared.

V–Model

The major drawback of waterfall model is we move to the next stage only when the previous one is finished and there was no chance to go back if something is found wrong in later stages. V-Model provides means of testing of software at each stage in reverse manner.

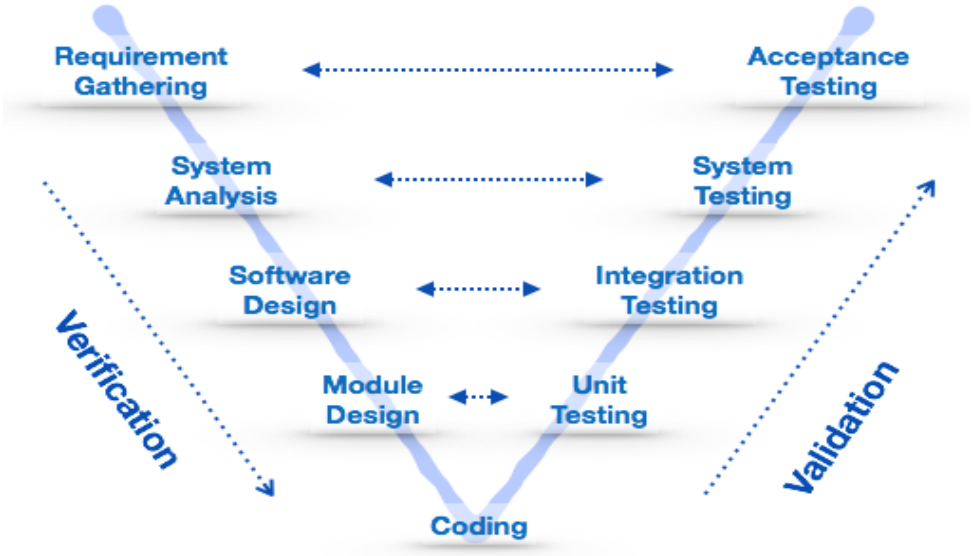


Figure 8 V-Model

At every stage, test plans and test cases are created to verify and validate the product according to the requirement of that stage. For example, in requirement gathering stage the test team prepares all the test cases in correspondence to the requirements. Later, when the product is developed and is ready for testing, test cases of this stage verify the software against its validity towards requirements at this stage.

This makes both verification and validation go in parallel. This model is also known as verification and validation model.

Big Bang Model

This model is the simplest model in its form. It requires little planning, lots of programming and lots of funds. This model is conceptualized around the big bang of universe. As scientists say that after big bang lots of galaxies, planets and stars evolved just as an event. Likewise, if we put together lots of programming and funds, you may achieve the best software product.

Figure 9 Big Band Model

For this model, very small amount of planning is required. It does not follow any process, or at times the customer is not sure about the requirements and future needs. So, the input requirements are arbitrary.

This model is not suitable for large software projects but good one for learning and experimenting.

Production Of Your Multimedia Project

After plenty of planning and information gathering, it's time to start production of multimedia project. Of course, production is more than just taking shots or working on CGI. There's an element of adaptability that always comes into play, regardless of what the project is for. Our detailed set lists and plans give us the structure we need to capture footage, but our team has to be ready to expect the unexpected.

Things happen on shoot day. The lighting can change. The weather may not be in your favor. You may like how certain images turn out and want to change focus to those. These are all things that can alter the timeline. The key is to be adaptable to situations so that we can still provide tremendous results. When it comes to client requests, we try to maintain communication. That way there's an open dialogue about how changes can affect the scope of the project. Plus, extra preparation back in the past two steps make it a lot easier to adapt to changes.

our team frequently communicates with you so that you are updated with the progress of the project. This way you know what to expect and won't be surprised by unforeseen changes or differences in the cost.

4) project post-Production

There's always more work to do after shoot day. Once we have all of our assets, we have a specific step for post-production. This phase is critical for success and can take as much time or more than the production step, so it's critical that everyone know how much time may need to be invested in the process. Post-production is necessary to make sure that every asset is ready for the world to see and shouldn't be rushed. However, our team can provide temporary solutions if you need some results right away. The key is meeting both side's needs while giving the project the time it needs to succeed.

5) End of Project

Even at the end of a project, the project isn't over. Whether or not there were any changes throughout the project, we review finalized assets with the client to make sure that they're up to their standards.

Exercise

You are a project manager and you are assigned to cover the conference which held for 3 days. The conference starting date is 22nd October 2021 and closing date is 24th October 2021. The conference has 3 Venues. Venue 1 is about Oil conference, Venue 2 is about Agriculture, and venue 3 is about transportation. Please create Work breakdown Structure (WBS) and project plan by using Microsoft project to create schedule and team assignments.

Tips: every conference venue need at least 3 camera men with camera. (One camera records straight from front, one from left, and one from right side of venue).

There is only One Reporter to cover these events, one cameraman works closely with Reporter for Interviews outside the venue and only one technician assigned to provide technical support to all team. No lighting Required for this project.

All three venues have one video editor and one assistant with necessary equipment outside the Venue. In the end of every session, the cameraman required to pass recorded videos to video editor and video editor will assemble and edit the videos and send to TV station. TV station will air this conference highlights as soon as they receive the video clips. Video clip uploaded to TV station by using internet tools such as FTP.