

Multimedia Project Planning



Title: Multimedia Project Planning

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Chapter 4 **MULTIMEDIA PROJECT TEAM**

Learning Outcome

Objectives of this chapter are: -

- Multimedia team Members
- Duties and responsibilities

Introduction

The project approved and the project assigned to a project manager. It's time for project manager to select his team members and assign job to them. The team will include a skilled individual which be able to create a good multimedia project.

Multimedia Team Members

Who Makes Multimedia: The Production Team

A large-scope, High-quality multimedia product requires a team which is very highly skilled and specialized.

producing multimedia, the smallest team may include only a designer and a programmer, but if there a big project will outsourced. However, most professional multimedia production firms include most, or all of the following personnel.

- Production Manager
- Public Relations officer
- Multimedia writer
- Graphic Designer
- Photographer
- Videographer
- Audio Engineer
- Video Engineer
- Technical Engineer
- 2D/3D Animator
- Computer Programmer



Figure 1, Example of Multimedia Team Members

Project Manager

The Project Manager will understand the complete process for the Multimedia project including familiarity with the roles of all participants.

The Project Manager will have exposure to existing media-based productions as well as technical skills with all production tools to oversee correct technical procedures and efficiency in the development process.



Figure 2 project Manager

The project manager responsibilities are: -

- The overall development, implementation and day to day operation of the project.
- The design and management of a project
- Understanding the strengths and limitation of hardware and software.
- Ensuring people skill and organization skills
- Conveying information between the team and the client

The Project Manager must be familiar with the project vision and have a realistic vision for the end product. Their vision will provide confidence to the overall process and able the project to be completed within the time frame.

Creativity and problem solving should be a part of project manager skills, to get input from team members and facilitate their input to motivate the development team.

The Project Manager will review preproduction timelines at all stages. They will establish a level of quality for the project in any stages and evaluate content based on standard during process.

The Project Manager will explain details of the project to the team members as to be developed.

A very important part of the project manager's duties is to keep the project meet the deadline.

Public Relations (PR)

The Public Relations staff are medium between team members and other organization involved in multimedia projects.



Figure 3 Public relation Officer

The skill require for this job are as follow: -

- Excellent interpersonal and communication skills, including effective writing skills
- Self-confidence, drive, competence and a willingness to learn
- Excellent organisational and time management skills with the ability to multitask
- Flexibility, determination, enthusiasm and the ability to cope under pressure
- Creativity, imagination and initiative
- Good teamwork, negotiation and problem-solving skills
- Business awareness and a good knowledge of current affairs
- The ability to think strategically, for planning successful PR campaigns
- The capacity to prioritise tasks and projects effectively.

As a public relations officer, you'll need to: -

- Work as part of a team where you'll plan, develop and implement PR strategies
- Build strong relationships and networks with colleagues, clients and the media and answer enquiries from the media and other organisations
- Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Devise photo opportunities and coordinate studio or location photography
- Organise events (such as press conferences, exhibitions, open days interviews, and press tours), source speakers and seek out sponsorship opportunities,
- Maintain and update information on the organisation's website
- Manage and update information and engage with users on social media sites such as Twitter and Facebook
- They will also make arrangements for additional photo and video shoots as needed

Multimedia Writer

Multimedia writers do everything writers of linear media do, and more. They create character, action, and point of view-a traditional scriptwriter's tools of the trade-and they also crate interactivity. They write proposals, they script voice-over and actors' narrations, they write text screens to deliver messages, and they develop characters designed for an interactive environment.

Multimedia writers contribute to programs used or seen daily by millions of people, from video games to educational programs to smart phone apps. Their tasks can vary from writing text for an Internet marketing campaign to creating the storylines for computer games.

Multimedia writers combine creativity and technology. Along with writing online and other interactive content, they may work with computer-aided design (CAD) software,

video and photo editing programs, and Web development software. These professionals typically require a bachelor's degree in English, graphic design or a similar field.

Multimedia Writer Job Description

Multimedia writers create content for the multimedia products, smart phones, computers and video game systems, among other technologies. This content may include games, educational tools and advertising materials. Multimedia writers work closely with other multimedia artists throughout the production process.

Their work is incredibly varied and provides a multitude of challenges and opportunities for creativity. Multimedia writers may create a script for a storyboard developed by a graphic artist or other creative professional.

Multimedia Writer Job Duties

A career as a multimedia writer requires conducting research, selecting organizing materials, and writing stories, ideas and information. Multimedia writers use desktop and electronic publishing software to help them create content. They may also use graphic design, page layout and multimedia software.

Some multimedia writers also have editorial duties. They may plan content, review story ideas by other writers, check facts, offer suggestions for changes and oversee production. Depending on their position, multimedia writers may also work to combine text with graphics, audio and film clips. Some multimedia writers may also have duties similar to project managers or producers, including budgeting and scheduling responsibilities.

Scriptwriters

Combines the content and supporting media into a single unified project script. Writes copy for on-screen text and voiceover audio content. On a small development team, the writer / editor shares responsibility with the programming specialist for the development of documentation. Talents include strong skills in technical writing, dialogue and the ability to describe visual material.

The Scriptwriters will work closely with the Client, Project Manager, and Graphic Designer and the entire development team to develop a written project script.

The Scriptwriter will perform project research as needed and write the script for stories, dialogues.

The Scriptwriter will be familiar with and follow modified scriptwriting techniques from the television and motion picture industries.

The Scriptwriter will also perform tasks as copy editor for text content throughout the production process.



Figure 4 Scriptwriter

Graphic Designers

The Graphic Designers will follow the written script to develop interface designs, color schemes, and create graphics (from storyboards to final) navigation graphics, fonts and text formatting, artwork, backgrounds, and establish an overall visual "feel" while maintaining visual continuity throughout production. They will provide ideas in thumbnail and storyboard form and follow through with finished artwork ready for production to begin.

The Graphic Designers will learn the process of submitting visual ideas to be evaluated and possibly discarded. With visual design, clients often do not know what they want until they see something they don't want.

Graphic Designers need to be familiar with other electronic publications as well as graphics in all forms. They need to be visual thinkers.

The Graphic Designers will be assigned specific tasks throughout the development process and need to meet timeline and production specifications as outlined and follow the file management system for content submissions.

The Graphic Designers need to understand resolution, file types, copyright limitations and be familiar with design software tools such as Adobe Photoshop, Illustrator, CorelDRAW and so on.



Figure 5 Graphic Designer

Photographers

The Photographers will acquire photo content as needed. They will perform image editing including scanning and image enhancement/manipulation/montage while maintaining visual continuity as established by the Graphic Designers.

Some or all of the still photographs may be original-to-the-project, rather than acquired from photo stock agencies or otherwise acquired as pre-existing images (with copyright approval, of course). A photographer is contracted to produce any original photographs.

The Photographers will understand resolution, file types, copyright limitations, and maintain an archive of content in high resolution and low-resolution formats. They also need to be skilled in Photoshop and understand layering, playback optimization, and copyright guidelines.

Key skills for photographers are: -

- Creativity.

- Technical photography skills.
- Patience and concentration.
- Attention to detail.
- Strong networking skills.



Figure 6 Photographers

Videographers

A Videographer is a person behind the camera, shooting all types of productions and events such as; corporate videos, B-roll footage for film and TV productions, weddings, business meetings, music videos, and interviews. Usually, sometimes the Videographer will both shoot and edit the film, taking the project through to completion themselves.

Coordinates the development of video media for the project, shoots/records, edits, digitizes and collects the video media required for the project. Background includes strong camera skills, experience with multiple video formats, as well as linear and digital video editing and production

Key skills for videographers

Given the basic equipment required, your success in the industry is down to how you use it, and the skills you have. You need to be passionate about whatever you're

shooting because word-of-mouth will develop your career and open up further opportunities. This means that you need to be a good salesperson and be ready to promote your brand at every opportunity.

You need to be great at communicating with people and making them feel at ease. You can hardly expect the best results if you are unable to make the person in front of the camera comfortable.

To excel as a Videographer, you need to be an enthusiastic learner. In this fast-paced tech landscape, you need to constantly stay up-to-date with the latest developments and be willing to learn new things to improve your offering continuously.



Figure 7 Videographer

Audio Engineers

Coordinates the development of sound media for the project, records, edits, digitizes and collects the sound media required for the project. Background includes strong audio engineering skills and ability to edit and synthesize music assets. Actual musicianship is a strong advantage.

Audio Engineers will provide audio content as needed. This includes sound effects, music, and voice-overs as needed. They will perform audio editing, effects, compression, format to input to Author-ware following the parameters established with the Technical Engineer.

The Audio Engineers need to be familiar with the lab equipment for audio taping, music creation and editing. They should be familiar with guidelines and tips for audio taping quality and will work with the Video Engineers at videotaping sessions and be responsible for the audio content.

Some skills required for Audio Engineers are: -

- Familiarity with vision and story, and copyright limitations
- Skills in audio software tools such as Audition, Sound Forge, and so on
- Familiarity with Author-ware audio capabilities and Shockwave audio

Video Engineers

Video Engineers will provide video content as needed. This includes interviews and special effects video as needed. They will perform video digitizing, effects, compression, format to input to Author-ware following the parameters established by the Technical Engineer.

The Video Engineers need to be familiar with the lab equipment and limitations for digitizing video. They also need to be authorized to check out the DM cameras. They should be familiar with guidelines and tips for videotaping quality.

Technical Engineers

The Technical Engineer understands file types and playback optimization, has familiarity with hardware/software and assists in defining project specifications.

The Technical Engineer attends to problem-solving any technical issues that arise during the production process and works with the development team in maintaining correct procedures and standards throughout the development process.

The Technical Engineer will track project development for functionality and media specifications and test product functionality throughout the process. They will be responsible for CD-ROM and/or DVD production, FTP, and web delivery.

The Technical Engineer will have familiarity with Author-ware programming and work with the Project Manager and Director to establish guidelines for linked files and playback optimization.

Skills required by technical engineer: -

- Familiarity with vision and story
- Develop file structure for content management
- Develop system for content management and prepare guidelines for system use
- Assist in defining project specifications
- Write the project script based on client needs and class brainstorming sessions

- Collaborate with storyboard designers to provide visual images of the written script

2D and 3D Animators

A 2D/3D Animator interprets concept art into its three-dimensional realization and creates moving images using digital models via computer-generated imagery (CGI) software. They may be asked to create animation and special effects for film, television, video games, advertisements, websites, etc.

The first step in the animation process is storyboarding, that is, visualizing the story. Here, each scene is sketched out and the action is mapped over a sequence of panels. This serves as a guide for the production process.

The characters and backgrounds are then modeled in three-dimensional forms using virtual rigs which are then textured to produce an outer layer.

Their movements and trajectories are then inputted into the software as mathematical equations which are then rendered via a graphics processing unit which outputs the final animation.

The Animators will work closely with the Graphic Designers and Audio Technicians to develop animations (titles, characters, etc.). Maintaining visual continuity will be of foremost importance. The Animators will understand and follow the technical specifications throughout the development process.

- Assist in establishing standards for file formats, compression types and ratios, window dimensions, resolution, color, frame rates, and font selection
- Develop Director and Flash animation skills, familiarity with onion skin, vector draw tools
- Submit storyboards as needed and provide animation examples from existing sources

Programmers / Compilers

Codes the instructions for the project based on the script, flowchart and storyboards. Uses "authoring" software or high-level programming code to produce the deliverable software package that is the multimedia product itself.

Skills include knowledge of the chosen authoring software and/or programming language, experience with preserving the design and interface when actually coding software events and instructions.

The Programmers/Compilers tasks will overlap those of the Interactivity Designers and they will work closely throughout the production process.

The Programmers/Compilers will transfer existing data to files for Author-ware as needed, assemble parts into Author-ware movies (put the puzzle together), and perform extensive project testing. The programmers will do exactly that, programming with Author-ware variables, functions, and other use of the calculations. This will happen throughout the semester but it gets the most challenging at the end when troubleshooting the project.



Figure 8 Multimedia programmer