

Multimedia Project Planning



Title: Multimedia Project Planning

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Chapter 1 INTRODUCTION TO MULTIMEDIA PROJECT PLANNING

Learning Outcome

Objectives of this chapter are: -

- Introduction to Multimedia
- Introduction to Projects
 - Stages of project
- Introduction to Planning

What is Multimedia?

Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms. Multimedia is usually recorded and played, displayed, or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. Multimedia is a medium for communication.

Communication medium

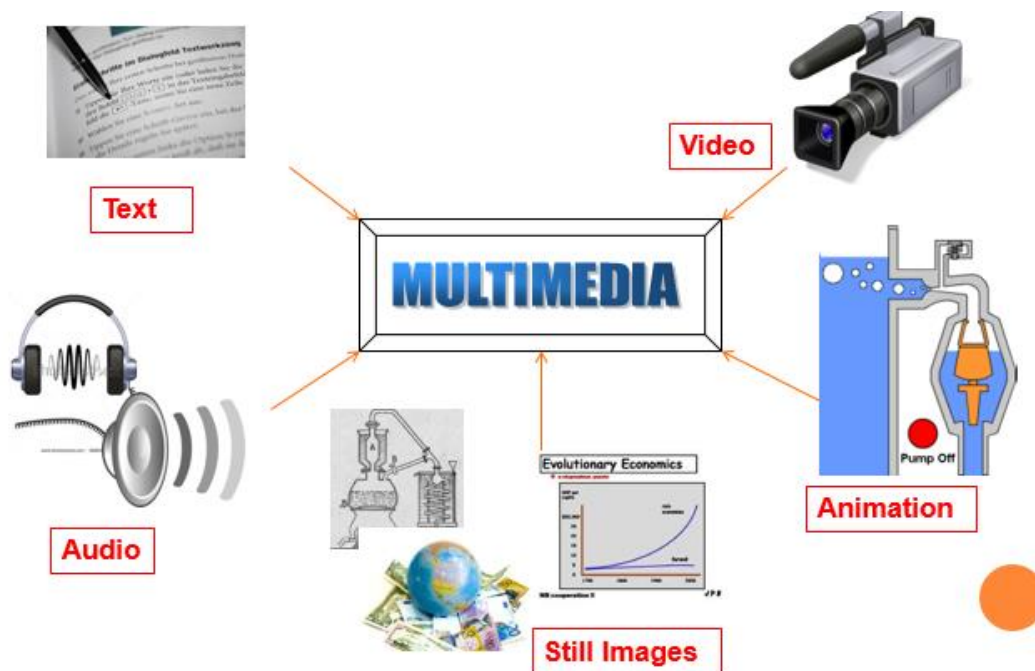


Figure 1 Multimedia components

We used the following medium as a communication channel to communicate: -

- Digital Publishing (Printed Media/ Graphic Design)
- TV Media (TV Production/ Audio Editing)
- Animation (CGI)

Why do we want to communicate?



Table 1 Communication Concepts

We want to deliver a message to a large group of people; this message could be: -

- Commercial (you want to Promote your product)
- Short film (you want to entertain people)
- Writing a book (you want to Publish a book)
- Website (you want to give information to people regularly)

These messages can deliver to people via **Multimedia**.

WHAT IS A PROJECT?

A project is defined as a sequence of tasks that must be completed to attain a certain outcome. According to the Project Management Institute (PMI), the term Project refers to "any temporary endeavor with a definite beginning and end". Depending on its complexity, it can be managed by a single person or hundreds. A project is possibly involving research or design, that is carefully planned to achieve a particular aim.

The accomplishment of important tasks and goals in organizations today is being achieved increasingly through the use of projects. As a result, a new kind of organization is emerging to deal with the accelerating growth in the number of multiple, simultaneously ongoing, and often interrelated projects in organizations. This project-oriented organization, often called "enterprise project management", "management by projects", and similar names, was created to tie projects more closely to the organization's goals and strategy and to integrate and centralize management methods for the growing number of ongoing projects.

Finally, it is appropriate to ask, "Why projects?" The reason is simple. We form projects in order to fix the responsibility and authority for the achievement of an organizational goal on an individual or small group when the job does not clearly fall within the definition of routine work.

Characteristics of a project

A project is a set of interdependent tasks that have a common goal. Projects have the following characteristics: -

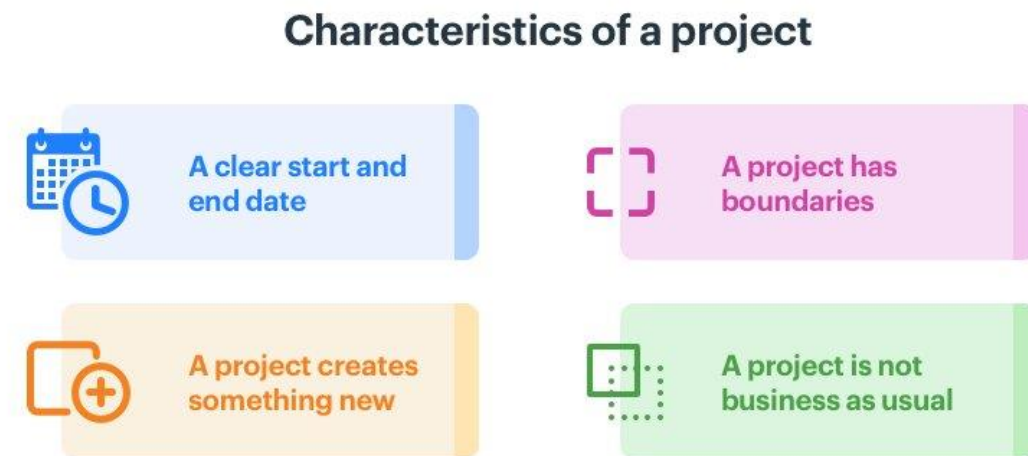


Figure 2 Characteristics of projects

1. A clear start and end date – There are projects that last several years but a project cannot go on forever. It needs to have a clear beginning, a definite end, and an overview of what happens in between.
2. A project creates something new – Every project is unique, producing something that did not previously exist. A project is a one-time, once-off activity, never to be repeated exactly the same way again.
3. A project has boundaries – A project operates within certain constraints of time, money, quality, and functionality.
4. A project is not business as usual – Projects are often confused with processes. A Process is a series of routine, predefined steps to perform a particular function, say, expense reimbursement approvals. It's not a one-off activity. It determines how a specific function is performed every single time.

The diverse nature of projects

Projects come in a wide range of shapes and sizes. A project can be a: -

- Big: Like the construction of the Dam, take years to complete, and have a humongous budget.
- Small: Like your weekend project of installing a pathway in your lawn
- Involve many people: Like planning a wedding

- Just yourself: rearranging the photos in your wedding album

Types of projects

Projects can be diverse in the ways in which they are implemented. Here are some examples of projects: -

- Traditional projects: These are run sequentially in phases. These phases are typically initiation, planning, execution, monitoring, and closure. Most high-cost infrastructure projects make use of traditional project management.
- Agile projects: These are used mainly in software development. They are people-focused and adaptive. They also typically have short turnaround times.
- Remote projects: These projects are usually used by distributed teams that seldom meet in person. Handling freelance contributors is an example of a remote project.
- Agency projects: Agency projects are outsourced to an agency that is likely to have projects with multiple clients. Marketing and design projects are commonly outsourced to agencies.

The boundaries of a project

Every project operates within certain boundaries called constraints: -

- Project scope
- Project schedule
- People
- Resources.



Figure 3 Limitation of project

All of these project constraints depend on what the project aims to achieve and when. The outcome of a project results in deliverables. Anything that's produced during the project's development such as documents, plans, and reports are considered a deliverable. A deliverable may also be the result of the project itself.

Having a final deliverable, as well as a finite timespan, distinguishes project management from business-as-usual operations. Since projects are unlike routine operations, most people involved are those who usually don't work together. Sometimes, the professionals involved will come from different organizations and geographies. If the desired outcome is achieved on-time and within budget, a project is considered to be a success.

Project life cycle

Often, projects are divided into five project phases each of which comes with a distinct set of tasks, objectives and a particular deadline. Dividing a project into different phases enables teams to stay on track throughout its entire life cycle.

1. Initiation

The first phase in a project's life cycle is called initiation. Here, a project officially launches. It is named, and a broad plan is defined. Goals are identified, along with the project's constraints, risks, and shareholders. At this point, shareholders decide if they want to commit to the project.

Depending on the project, studies may be conducted to identify its feasibility. For IT projects, requirements are usually gathered and analysed during the initiation phase.

2. Planning

A roadmap that will guide teams from creating a project plan throughout the project's execution and closure phases is developed comprehensively during the planning stage. Deadlines must be set, and resources must be allotted. Breaking down tasks into smaller, manageable activities makes it easier to manage project risks, costs, quality, time, and so on.

At the same time, breaking down tasks into digestible pieces will empower everyone involved to accomplish the project on time and stay within budget.

3. Execution

The project plan is implemented during the execution phase. At this point, teams will work on the deliverables to ensure that the project meets the necessary requirements.

Everyone usually gathers for a meeting to mark the official start of the project, where teams can get acquainted with each other and discuss their roles in the success of the

project. Modes of communication and project management tools are identified before the project plan is executed.

In addition, team members familiarize themselves with the necessary status meetings and reports that will be conducted throughout this phase to collect project metrics. The project execution phase is a critical point in a project's life cycle as it will help everyone determine if their efforts will ultimately be fruitful or not.

4. Monitoring and Controlling

The monitoring and controlling phase happen at the same time as the execution phase. It's the job of the project manager to oversee operations and make sure that everything is headed in the right direction, according to plan.

Aside from overseeing the project's performance, project managers have to monitor resources, manage risks, head status meetings, and reports, etc. If unforeseen issues arise, the project manager may have to make adjustments to the plans, as well as the project schedule.

5. Closing

The final phase of the project management life cycle isn't as simple as delivering the output itself. Project managers have to record all deliverables, organize documents in a centralized location, and hand over the project to the client or the team responsible for overseeing its operations during the project closure phase.

Not only that, but teams come together for a final meeting to discuss the insights they've learned and to reward the hard work of each member.

When is a project considered a success?

The short of it is that a project that is completed on time and on a budget can be considered a success. However, a project can be evaluated on many criteria: -

- Does it meet business requirements?
- Is it delivered on schedule and on a budget?
- Does it deliver the expected value and Return On Investment (ROI)?

What defines a successful project is likely to change based on the type of project. This is why it is important to define what project success means during the initiation and planning phases of a project.

When is a project considered a failure?

A project becomes a failure when it does not deliver what was required within the agreed-upon budget and time. However, in most cases, the stakeholders decide if the project was a success or a failure based on their judgment and satisfaction with the

outcome. Some projects are also considered a failure if they don't meet the financial forecast or fails to meet the ROI target.

Common causes for project failure



Figure 4 Reasons for project failure

There are many reasons why a project might fail. A change in organizational priorities is the most common reason. A change in project objectives is also common as are poor communication and unclear risk definition.

Introduction to planning stage

In the project planning stage, you flesh out the details of your project and create a successful project plan. Those details can be divided into four broad categories: -

- Scope
- Resources
- Time
- Communication

Scope

You've already defined the project scope, but how exactly will you accomplish your vision? What are the individual goals that you must meet to achieve the larger goal defined by your scope? Once those goals are established, delineate the steps necessary to reach each of them, breaking the steps down into tasks and subtasks as necessary.

Resources

What are you working with? Good resource planning means crafting a detailed budget, securing the people needed for the project, and establishing which vendors you'll be working with.

Time

A detailed timeline in project management is essential to keeping your project on time. Set milestone expectations for each project step and estimate how much time major tasks should take.

Communication

Establish communication channels and guidelines. What systems will your team use to keep track of project progress and keep one another up to date? What are the expectations regarding the frequency and content of communications?