INTRODUCTION TO MULTIMEDIA DEVELOPMENT/PRODUCTION

CONTENTS

1 **Multimedia Development Team**

2 **Multimedia Development Process**

3 **Multimedia Development: MPP ????**

INTRODUCTION

- Multimedia Development

  – What skills required ?

  – Guidance and suggestions for getting started ?

  – The Process ?

  – New Trend in Multimedia Development?

MULTIMEDIA DEVELOPMENT TEAM

Department of Educational Multimedia

Faculty of Education, UTM

MULTIMEDIA DEVELOPMENT TEAM

Multimedia Development Team:

- Executive Producer
- Producer/Project Manager
- Creative Director/ Multimedia Designer
- Art Director/Visual Designer
- Graphics Artist
- Interface Designer
- Game Designer
- Subject Matter Expert
- Instructional Designer/Training Specialist

- Script Writer
- Animator (2D/3D)
- Sound Producer
- Music Composer
- Video Producer
- Multimedia Programmer
- HTML Coder
- Lawyer/Media Acquisition
- Marketing Director

Week 3 Activity : FORUM

- Divide the class into 2 groups. Every group has to choose TWO members to participate in the forum.

- Every group must discuss the role of members of a multimedia development project team (as stated below) and describe the skills they need for their work and their responsible for overall development of the project.

- The outcomes will be discussed by the panel from each group.

- 1st group : a) Instructional Designer

  b) Project Manager

- 2nd group : a) Creative Director

  b) Subject Matter Expert

- Time : 20 minutes panels' discussion.

  10 minutes Q & A.

MULTIMEDIA DEVELOPMENT PROCESS

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MULTIMEDIA DEVELOPMENT PROCESS

In group of 3 or 4, discuss the process/stages involve in multimedia development.

Discuss in group (15 minutes)

MULTIMEDIA DEVELOPMENT PROCESS

- The stages of a project:
  - Planning and costing
    - Idea/objectives
    - Multimedia expertise required
    - Time & cost estimation
  - Designing
  - Producing
  - Testing
  - Delivering

Analysis

Design

Develope

Implementation

Evaluation

MULTIMEDIA DEVELOPMENT PROCESS

- Multimedia development process usually based on systematic approach as suggested in Instructional Design Model.

- What is Instructional Design Model ?

- Already/will be discussed in MPT 1113: Educational technology Foundation.

INSTRUCTIONAL DESIGN MODEL

Examples of ID model:

- ADDIE Model

- ASSURE Model

- Dick & Carey Model

- Hannafin & Peck Model
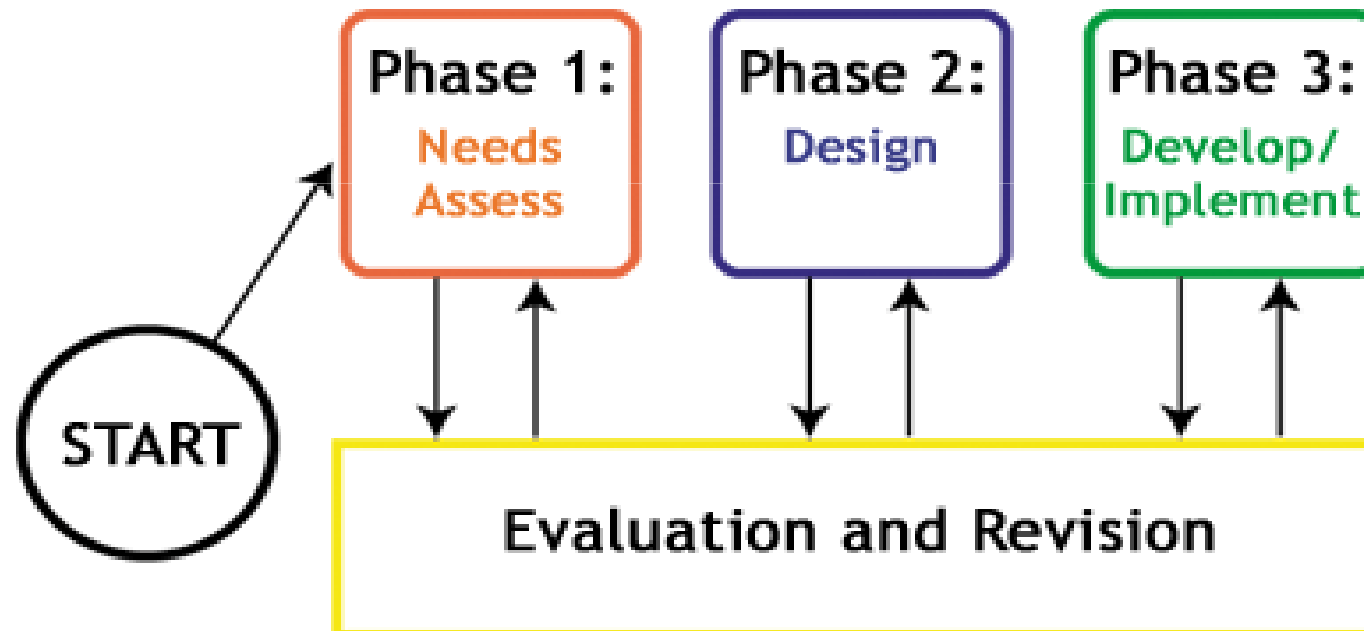
- Waterfall Model

- Rapid Prototyping Model
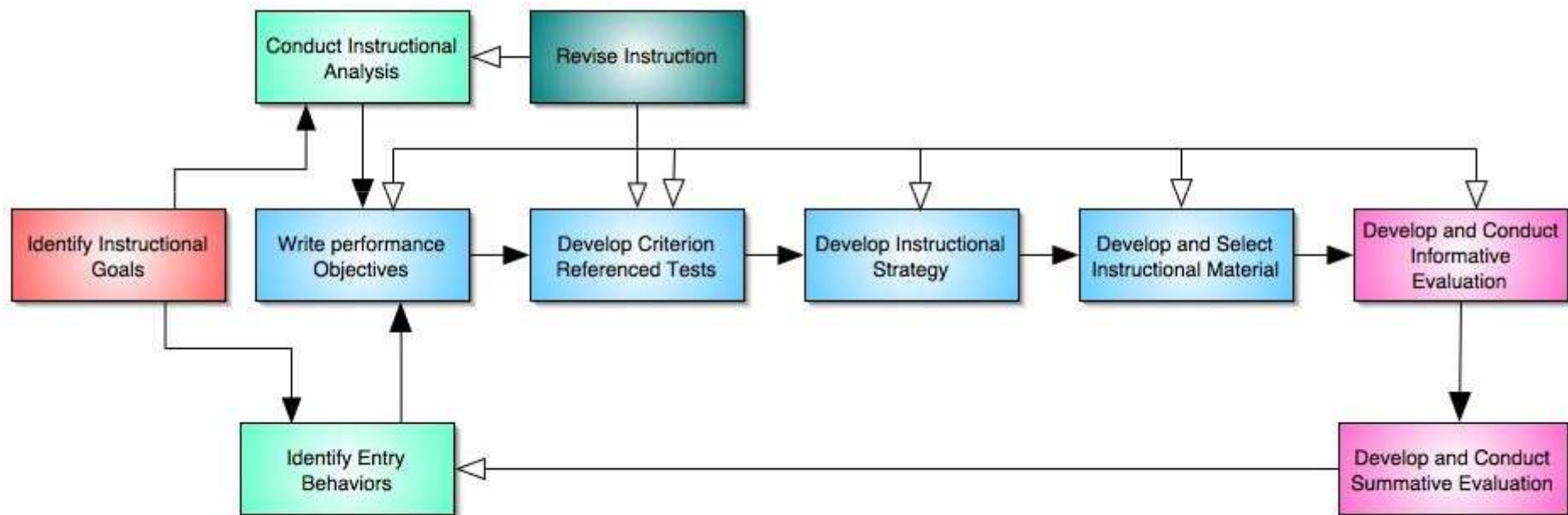
- etc…..

INSTRUCTIONAL DESIGN MODEL

ADDIE Model

INSTRUCTIONAL DESIGN MODEL

Hannafin and Peck Design Model

INSTRUCTIONAL DESIGN MODEL

Dick and Carey Instructional Design Model

MULTIMEDIA DEVELOPMENT PROCESS

- This class (MPT 1203: Technology & Media Design) will focus on 2nd phase (Design) of ID Model/Systematic approach.

- Phase 1 (Planning/Analysis):
    - MPT 1113 (Foundation of Educational Technology)
    - MPT 1183 (Instructional Materials Development)

MULTIMEDIA DEVELOPMENT PROCESS

- Phase 3 (Multimedia Development):
  - MPT 1193 (Authoring System). Pre-requisite for MPT 1293 & MPT 1393

- Phase 3 (Digital Media Production):
  - MPT 1283 (Production of Static Visual) or...
  - MPT 1383 (Video & Animation Technology)

MULTIMEDIA DEVELOPMENT PROCESS

- *Phase 1, 2, 3 & 4 (All)*
  - MPT 1293 (Multimedia Development: CD-ROM based) or ....
  - MPT 1393 (Multimedia Development: Web Based).

MULTIMEDIA DEVELOPMENT PROCESS

Phase 1: Planning/Analysis

- needs/requirements ?
- "brainstorming": who, what, why, where, when & how?
- Audience analysis: Who is it for?
- Needs analysis: Why develop it?
- Content analysis: What will it cover?
- Resource analysis: How and how much?
- Estimate: When will it get done?
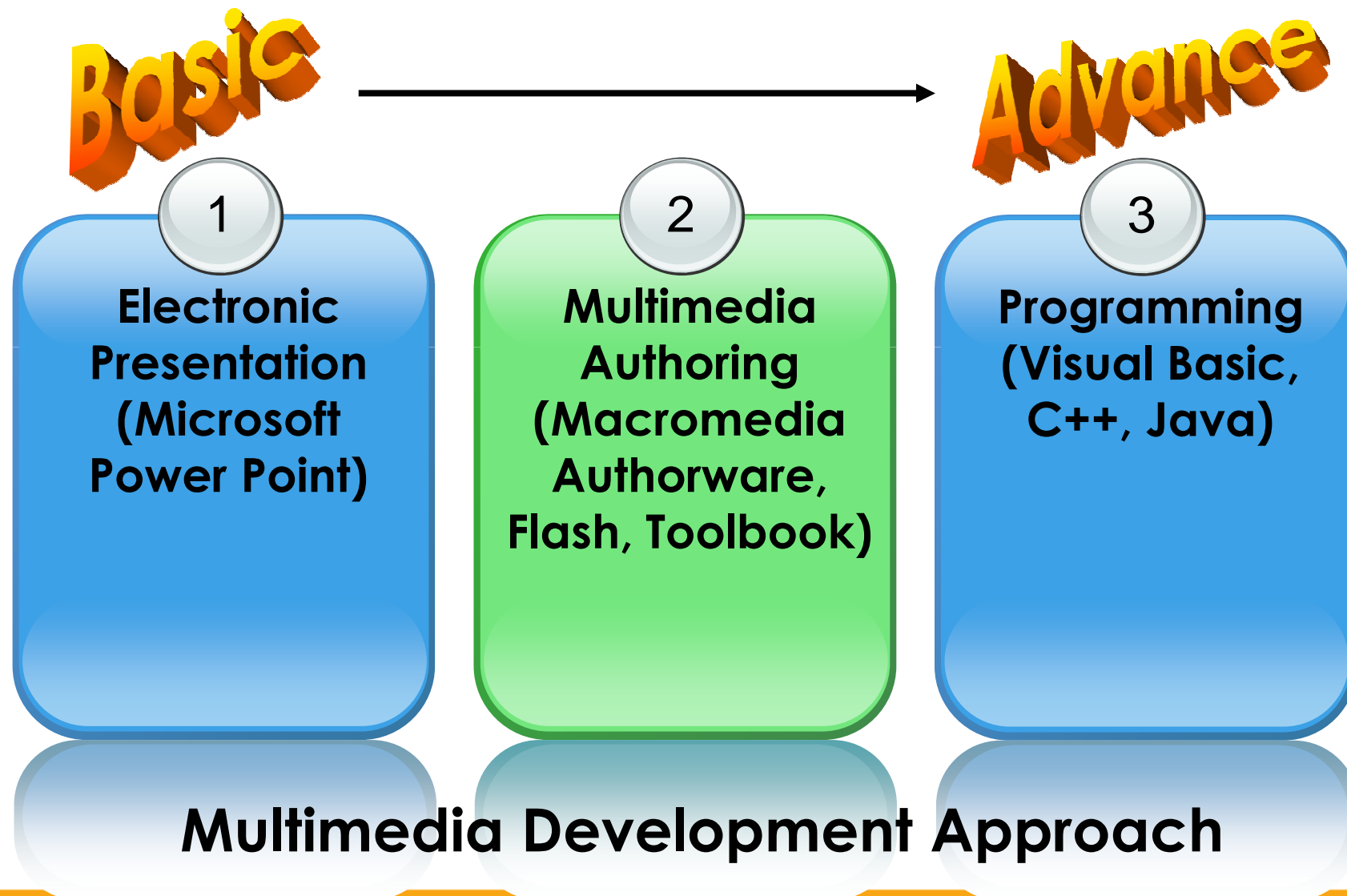- Where: platform, marketing and distribution?

MULTIMEDIA DEVELOPMENT PROCESS

- *Phase 2: Design*

- What's the difference between analysis and design?
- Storyboards: design content as sequence of scenes or screens.
- Scripts: design content in textual form.
- Flowcharts: show navigational structure.
- Design in detail before programming/authoring!!
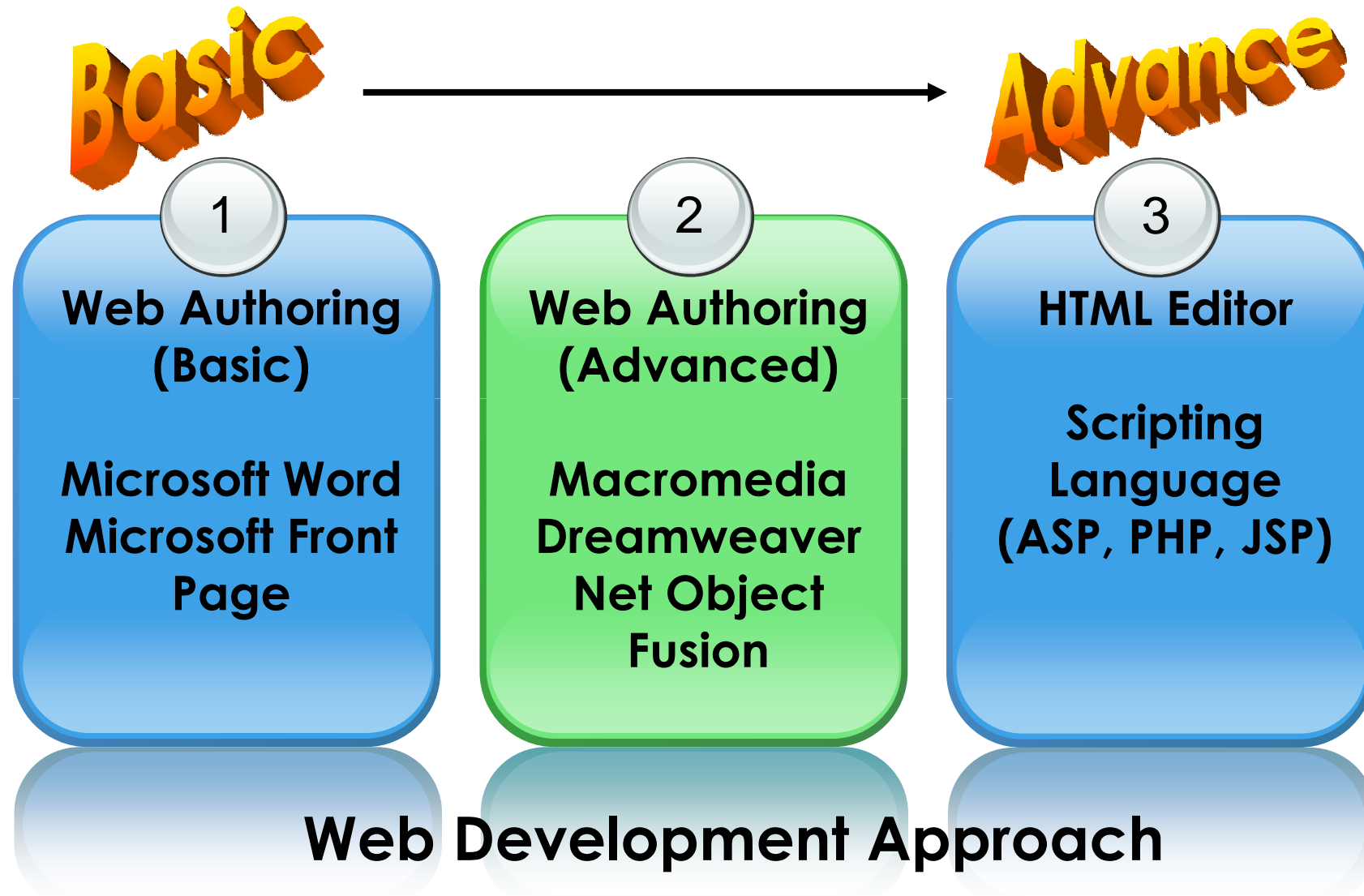
MULTIMEDIA DEVELOPMENT PROCESS

- *Phase 3: Development*

- Who will be involved in this project and what responsibilities will each person have?

- Authoring or programming of the project.

MULTIMEDIA DEVELOPMENT PROCESS
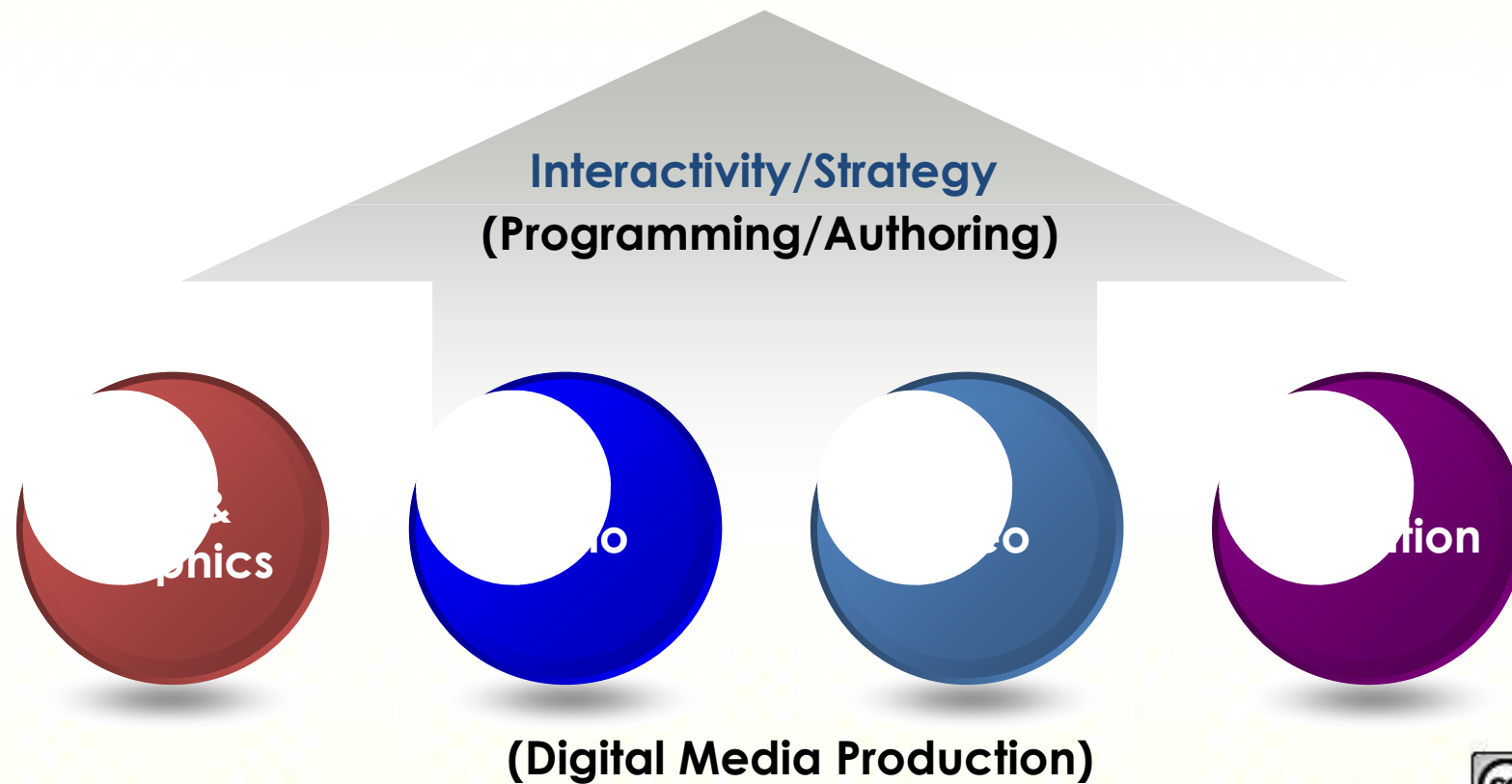
Basic ⟶ **Advance**

1

Electronic Presentation (Microsoft Power Point)

2

Multimedia Authoring (Macromedia Authorware, Flash, Toolbook)

3

Programming (Visual Basic, C++, Java)

Multimedia Development Approach

MULTIMEDIA DEVELOPMENT PROCESS

Basic → **Advance**

1	2	3
Web Authoring (Basic) **Microsoft Word Microsoft Front Page**	**Web Authoring (Advanced)** **Macromedia Dreamweaver Net Object Fusion**	**HTML Editor** **Scripting Language (ASP, PHP, JSP)**

Web Development Approach

MULTIMEDIA DEVELOPMENT PROCESS

Multimedia/Web Application

Interactivity/Strategy
(Programming/Authoring)

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tion

(Digital Media Production)

DIGITAL MEDIA PRODUCTION
FOR MPP

- Graphics: MPT 1283 (Static Visual Technology).
    - Image Manipulation (Adobe Photoshop)
    - Photography (Analog and Digital)

- Audio, Video dan Animation : MPT 1383 (Video & Animation Technology).
    - Video editing (Avid Xpress)
    - 2D & 3D Animation (Macromedia Flash dan Maya).

MULTIMEDIA PRODUCTION FOR MPP

- Interactivity : MPT 1193 (Authoring System).

  – Macromedia Authorware (CD-ROM Based)
  – Macromedia Dreamweaver (Web Based)

MULTIMEDIA DEVELOPMENT PROCESS

- *Phase 4: Implementation*

- How is multimedia development different from systems programming?

- Why is prototyping a good idea?

- Programming uses authoring tools

- Media development involves special tools for graphics, sound, video, etc.

- User testing, user observations and focus groups

MULTIMEDIA DEVELOPMENT PROCESS

- *Phase 5: Testing & Evaluation*

- How will you know if the instructional objectives have been achieved?

- What method will you use for collecting feedback from the users of the software regarding the interface, sequencing of information, and its content?

- Formative & Summative.