Multimedia Project Planning

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These are process notes. Do additional research as needed.

The Design Process

Problem Definition: goals, objectives, audience, platform, limitations

Preproduction:

The *Idea*.
The *Audience*.
Brainstorming = free association

Goals & Objectives

goal = ultimate message
objective= specific steps users must do to achieve goal

The treatment = written summary of:

look
feel
user interaction
narrative version of the project
production standards
elements of production
audience
technical materials
synopsis of content with both location and talent
storyboards to visualize the treatment

The Content Outline

specific list of what will actually be included in project

Fact Finding: follow up on problem definition. . .

survey similiar projects
research audience including their technological capabilities
target tech limitations which may affect both design and project goals
analyze resources
choose tools
determine skills and talent to complete project

Idea Finding

the search for a working initeractive visual layout with navigation: thumbnail sketches, roughs

Project Visualization

make comprehensives (sample screens)
critically evaluate comps
storyboard

Implementation

prototype (preliminary on-screen version)
usability testing: effectiveness of navigation; effectiveness of design; effectiveness of communcation
find bugs & inconsistencies
redesign until effective

Test early and test often!

Flowchart Examples

A flowchart is a diagrammatic box outline of the navigational scheme, showing the access routes to information in the project.

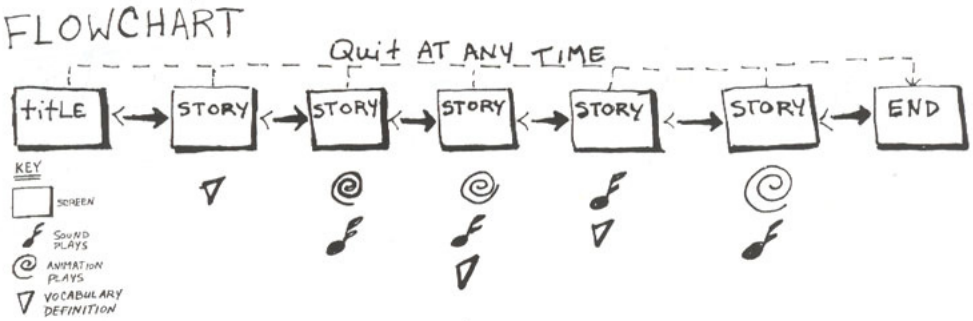
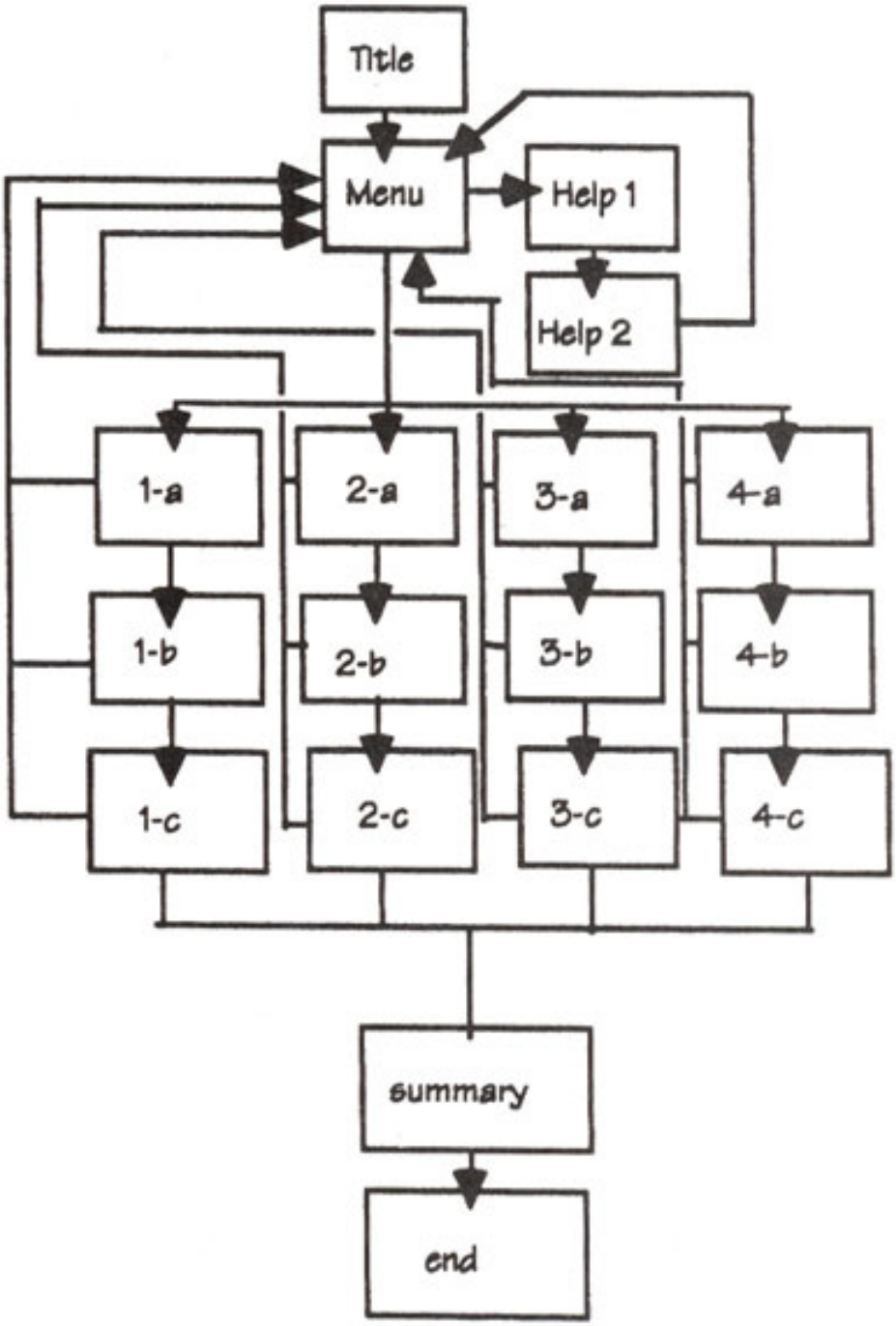
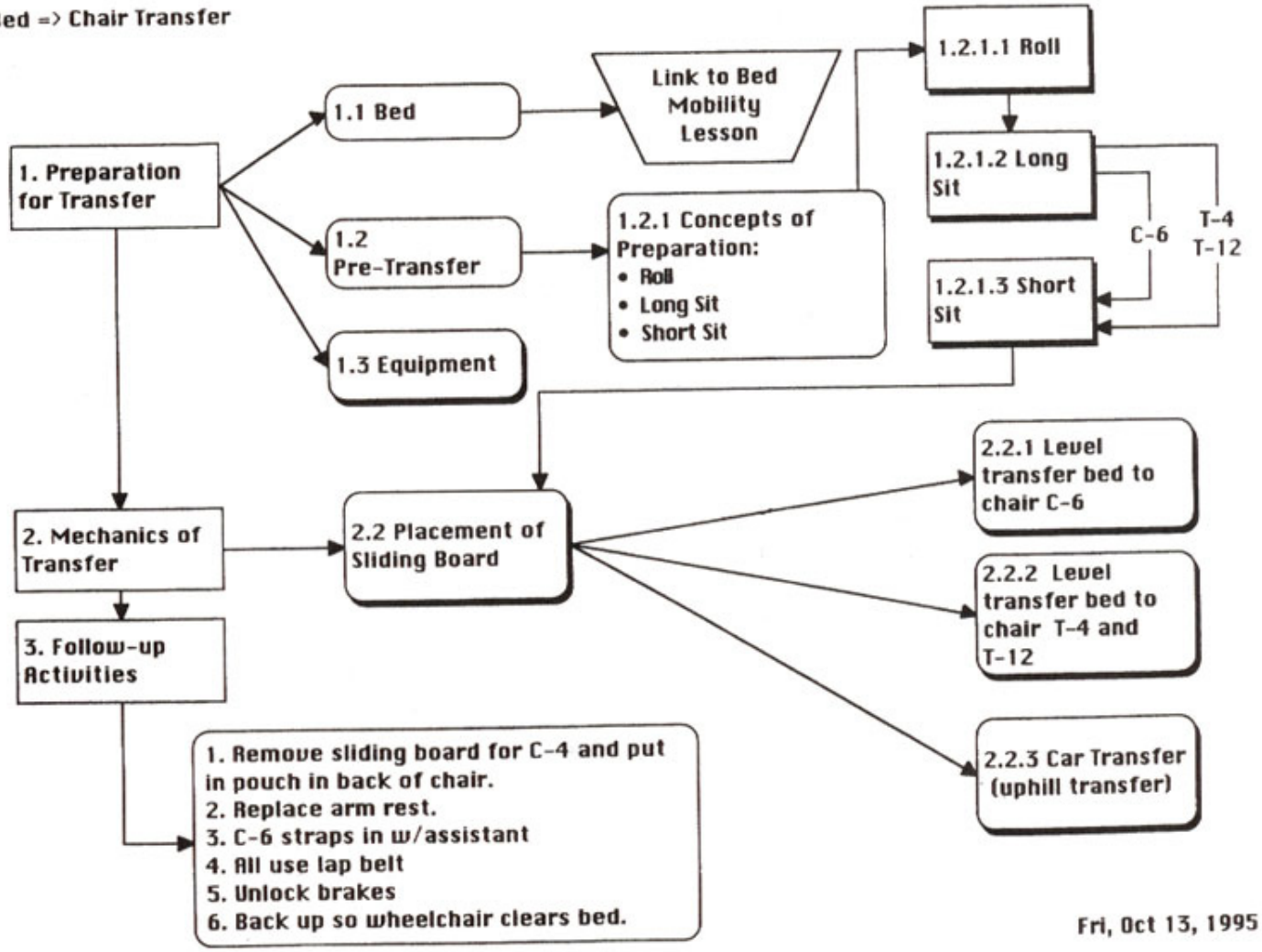


Figure 2-18 The first rough flowchart from *The Cat & The Mouse.*



Bed => Chair Transfer



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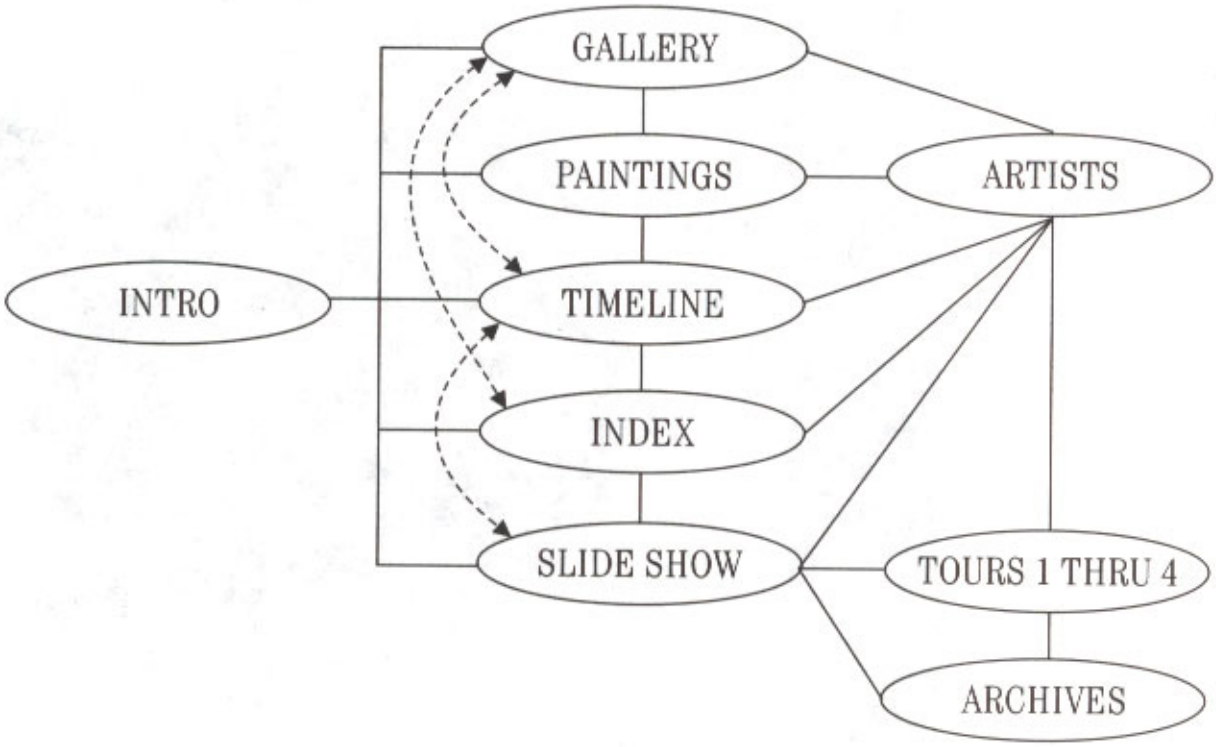
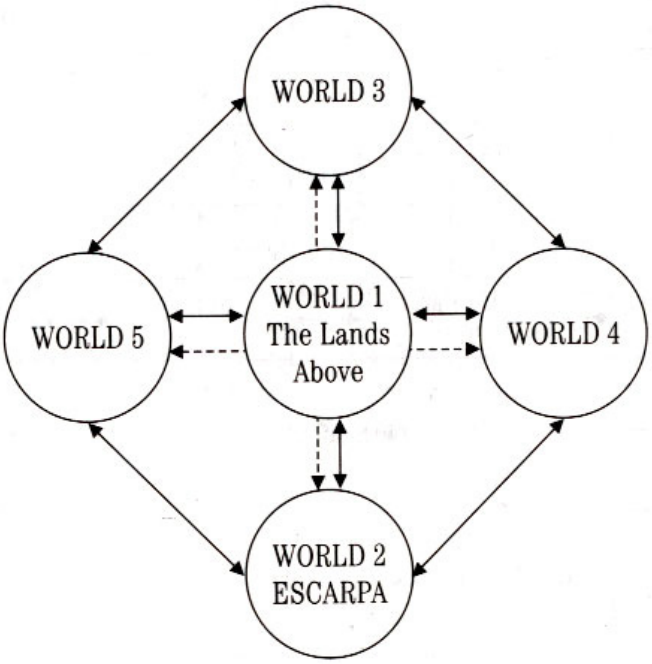




Game world diagram

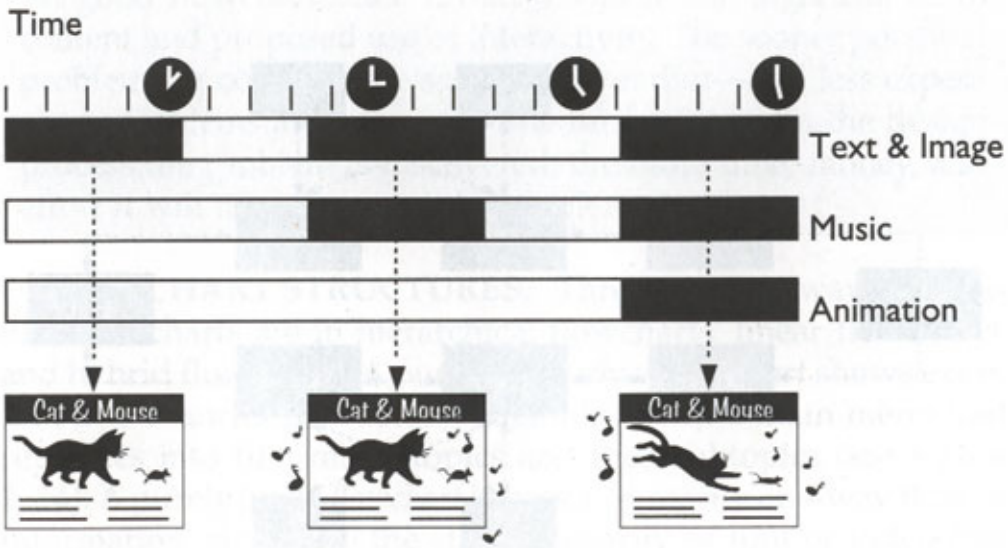


Figure 2-17 In this multiple-track diagram, time flows from left to right, and the user can turn on or off synchronous media tracks, choosing to play one, two, or all three tracks simultaneously.

Character Development

"What is character but the determination of incident? What is incident but the illustration of character?"

Henry James

"Story is something that happens to characters you care about."

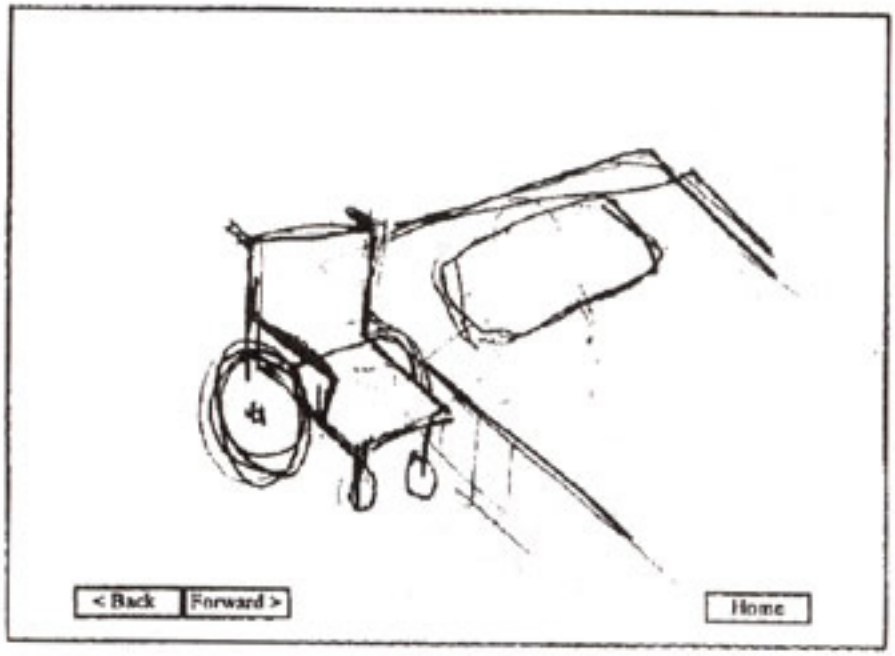
Raymond Chandler

1.3.1 Equipment

Mobility and Transportation

Screen No. _____
Next Screen _____

- ☐ Audio
  1. _____
  2. _____
  3. _____
- ☐ Animation
  1. _____
  2. _____
  3. _____
- ☐ Graphic
  1. _____
  2. _____
  3. _____
  4. _____
  5. _____
- ☐ Video
- ☒ Stills
- ☐ VR
- ☐ Other _____



AUDIO/SCRIPT The wheelchair should be positioned next to the bed facing the foot of the bed.

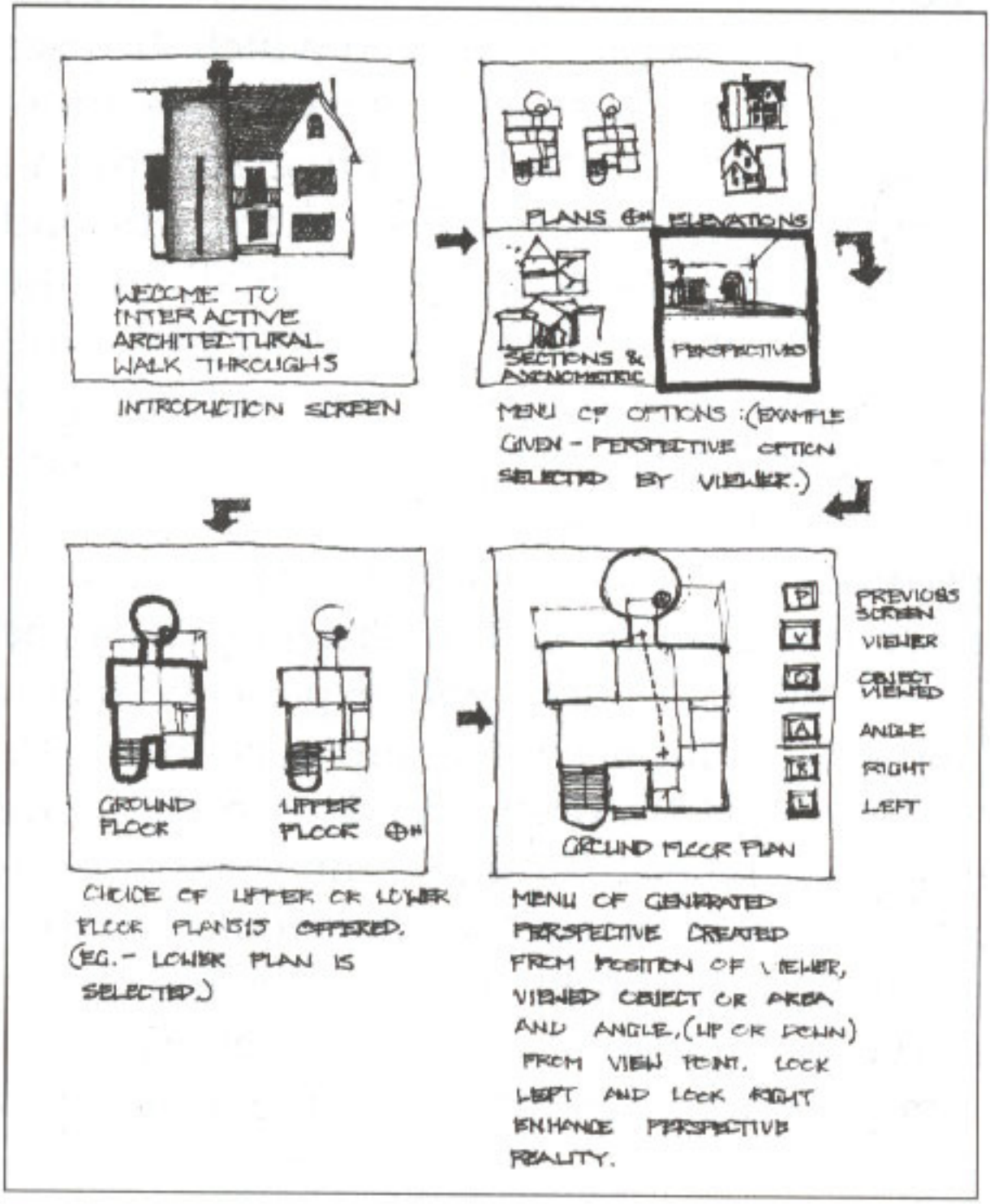
VISUAL A still photo of the chair next to the bed- (maybe have a person in shot to show proximity/reach.

NOTES _____

FEED BACK _____

BRANCHING

Field 1 to:____	Field 4 to:____	Field 7 to:____	Field 10 to:____	Field 13 to:____
Field 2 to:____	Field 5 to:____	Field 8 to:____	Field 11 to:____	Field 14 to:____
Field 3 to:____	Field 6 to:____	Field 9 to:____	Field 12 to:____	Field 15 to:____



Sources:
The Principles of Interactive Design, Lisa Graham
Writing for Multimedia, Michael Korolenko