

Multimedia—Taking the Plunge

Presented by Jack Massa
Guidance Communications, Inc.
www.guidancecom.com

THIS SESSION *WON'T* COVER

Big multimedia projects by big teams
Multimedia primarily for the Web
Detailed technical instructions

THIS SESSION *WILL* COVER

Small-scale, low cost multimedia projects
One or two person teams
Primarily CD-ROM based
Overview of tools and techniques

SESSION OVERVIEW

Tools – Essential and Optional
Project 1 – A Software Guided Tour
Project 2 – A CD Browser
Project 3 – A Marketing Demo
Fast-Track Project Management

TOOLS—Essential

authoring tool
paint program

TOOLS—Optional

word processor
draw program
animation/screen cam tools
sound editor
scanner
digital camera
clip art and clip media

TIPS FOR CHOOSING TOOLS

Define requirements first
Download and try before you buy
Check the authoring package
Consider low-cost alternatives
Consider tools you may already have

A Software Guided Tour

A high-level introduction to the Interface
Standalone or linked to online Help
Uses screen captures, cursor animations,
and text
May be the easiest project to start with

The CD Browser

A user-friendly front-end to a product CD
Marketing functions
Documentation functions

The Marketing Demo

“Traditional Multimedia”
Need sales/marketing input
Need to coordinate the “Vision”
Great place for digital photos—Tell a story

Traditional Multimedia Development

Big teams with distinct roles
Extensive planning
Formal design specifications
Formal reviews and signoffs
High cost

Fast-Track Multimedia Development

One or few developers fill many roles
Jump in and start designing
Design on paper, but not set in stone
Rapid development
Frequent review and revision of pieces
Lower cost

Resources

Tools

DemoShield, <http://www.installshield.com/demosield/>

Macromedia Director, <http://www.macromedia.com/>

JASC PaintShop Pro, <http://www.jasc.com/>

Adobe PhotoShop, <http://www.adobe.com/products/photoshop/main.html>

Corel Draw!, <http://www.corel.com/draw9/index.htm>

Sound Forge XP, <http://www.sonicfoundry.com>

Sony Mavica Digital Camera (Resources page) <http://www.mavican.com/index.html>

Clip Art and Clip Media

Many of the tools come with large clip media collections. In addition, see these:

Web Clip Art at about.com, <http://webclipart.miningco.com/internet/webclipart/>

Artville, <http://www.artville.com>

Clip Art Guide, <http://www.clipartguide.com/>

Clip Art Gallery, <http://www.clipartgallery.com/>

Technical Clip Art, <http://www.techm.com/>

References

Internet

Multimedia, Film, and Broadcasting Resources on the Internet (Northwestern University)
<http://www.library.nwu.edu/media/resources/>

Digital Media Net, <http://www.digitalmedianet.com>

Sound America, <http://www.soundamerica.com>

Newsgroup: comp.multimedia

Books

Designing Web Graphics, 2nd Edition, Lynda Weinman, New Riders Publishing, Indianapolis, IN, 1996.

Illustrating Computer Documentation, William Horton, John Wiley & Sons, 1991.

Multimedia—Making it Work, Tay Vaughan, Berkley, California, Osborne McGraw Hill, 1993.

Designing Business, Multiple Media, Multiple Disciplines, Clement Mok, San Jose California, Adobe Press, 1996.