

FUNDAMENTAL OF MULTIMEDIA

MULTIMEDIA PRODUCTION AND TEAM

By
Dr. Rahmah Mokhtar
Faculty of Computer Systems & Software
Engineering
drrahmah@ump.edu.my



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MULTIMEDIA PRODUCTION AND TEAM

- Expected Outcomes

- In this chapter, Student will understand

- Get to know the phases of Multimedia production.
- Get to know the team members in Multimedia development.

- References

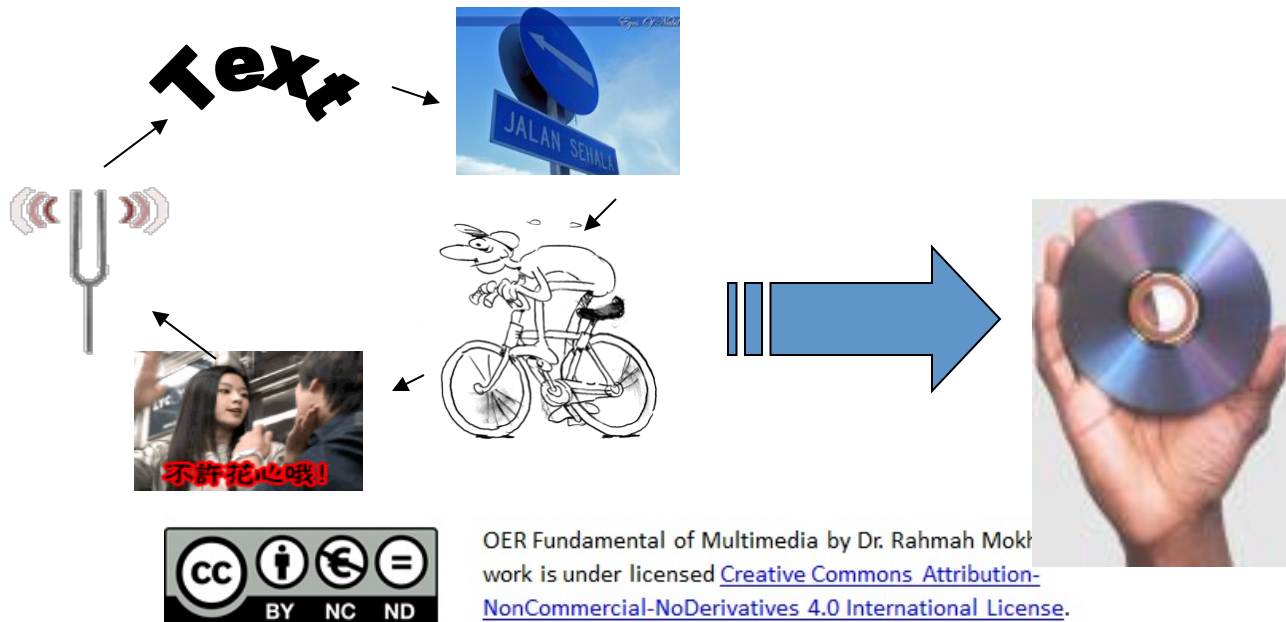
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Intro to Multimedia Production

- Multimedia enhances the way we learn and understand about things.
- Integration of multiple media such as text, audio, video, graphics and animation together multiply the impact of the message.



MM Production Team

1. Production Manager
2. Content Specialist
3. Script Writer
4. Text Editor
5. Multimedia Architect (or Program Authoring Specialist)
6. Computer Graphic Artist
7. Audio Video Specialist
8. Computer Programmer



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1. Production Manager

- The role of the production manager in a multimedia production is to define, coordinate and facilitate the production of the multimedia project.
- Characteristic of good production manager:
 - Able to coordinate and facilitate the production
 - Possess knowledge of the basic principles of multimedia authoring
 - Skilled proposal writer
 - Good negotiator
 - Conversant with relevant legal issue
 - Good communication skill
 - Budget management skill
 - Experience in human resource and overall business management



Manager of the Month



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2. Content Specialist

- Responsible for performing all necessary research concerning the content of the proposed application.
- Program content can be described as:
 - The specific information, data, graphics
 - Facts to be presented through the multimedia production.



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3. Script Writer

- Video and film scripts present a linear sequence of events.
- In multimedia production, the medium has the capability of presenting events in a non-linear fashion by branching in different directions and establishing linkages between different sections or components of the program.
- The scriptwriter of a multimedia production needs to visualize this almost **three-dimensional environment and integration of virtual reality** into the product.



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4. Text Editor

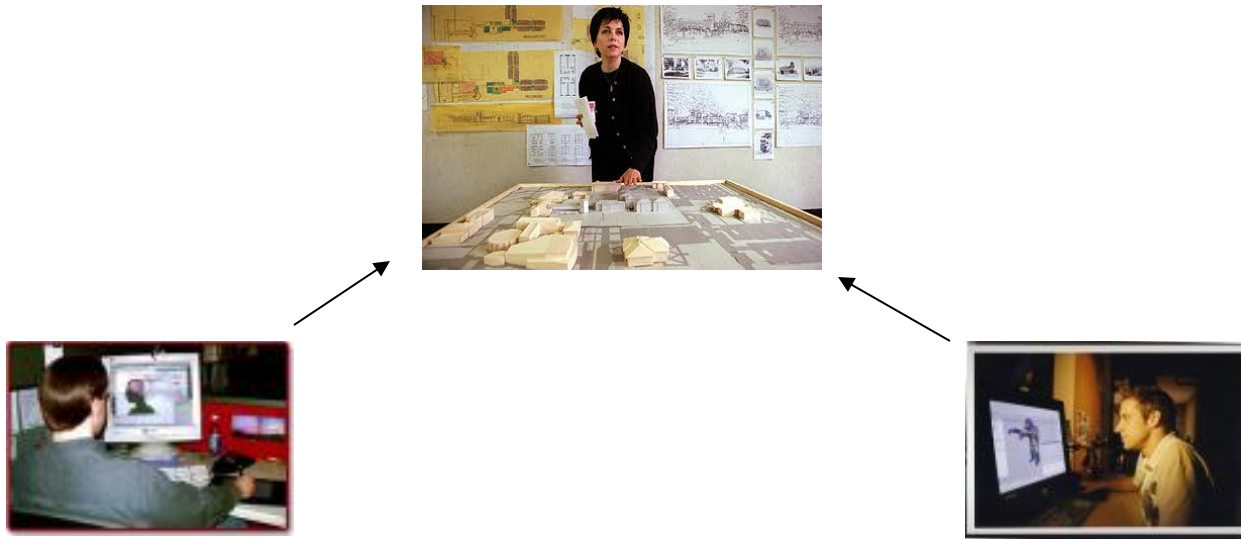
- The content of a multimedia production, like a book or a film, needs to **flow in a logical fashion** and the text must be **structurally and grammatically correct**.
- Text and narration will be integrated as part of the application and the **development of documentation** for the application must be considered.
- All of the text related elements need to be revised by the **text editor**.



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5. MM Architect

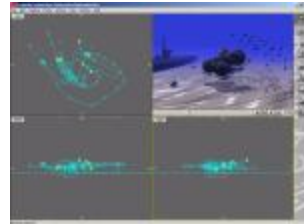
- The multimedia architect is the team member responsible for integrating all the multimedia elements (graphics, text, audio, music, video, photos and animation) by using an **authoring program**.



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6. Computer Graphic Artist

- The computer graphic artist is responsible for the **graphic elements of the program** - such as backgrounds, buttons, photo collages - and the manipulation and editing of pictures, 3-D objects, logos, animation, and etc.



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7. Audio Video Specialist

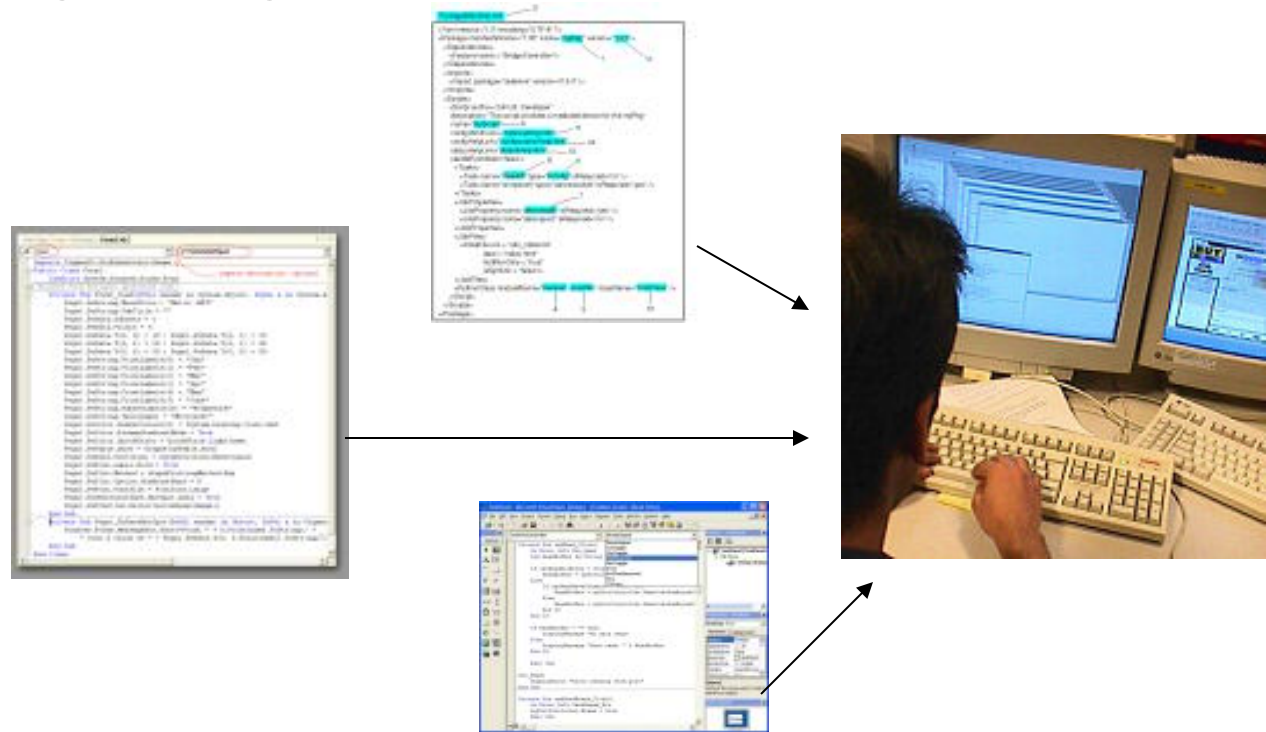
- **The audio specialist** is responsible for recording and editing: narration; selecting, recording or editing sound effects; recording and editing music.
- **The video specialist** is responsible for video capturing, editing and digitizing.



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8. Computer Programmers

- The task of the computer programmer in a multimedia development team is the programming of code lines or scripts in the authoring language.



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Multimedia Production Phases

- The production of interactive multimedia applications is a complex one, involving multiple steps.
- This process can be divided into the following phases:
 1. Conceptualization
 2. Development plan
 3. Preproduction
 4. Production
 5. Postproduction
 6. Documentation



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1. Conceptualization

- The process of making multimedia starts with an "idea" or better described as "the vision" - which is the conceptual starting point.

- Conceptualization involves:

- Identifying a relevant theme for the multimedia title.



- Availability of content



- How accountability is the content to multimedia treatment

- Issues like copyright are also to be considered.



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2. Development Plan

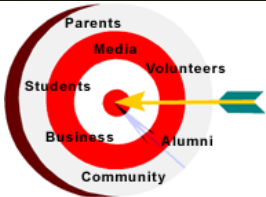
- Defining project goals and objectives
- Specific goals, objectives and activities matrix must be laid down.
 - **Goals:** In multimedia production goals are general statements of anticipated project outcomes, usually more global in scope.
 - **Objectives:** Specific statements of anticipated project outcomes.
 - **Activities:** These are actions, things done in order to implement an objective.



- » Specific people are responsible for their execution,
- » a cost is related to their implementation
- » There is a time frame binding their development.

– **Defining the Target Audience**

- » A very important element that needs to be defined at this stage is the potential target audience of the proposed title since, this will determine how the content needs to be presented.



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3. Preproduction

- The process of intelligently mapping out a cohesive strategy for the entire multimedia project, including:
 - content, technical execution and marketing.
- The Production Manager undertakes the following activities.



Manager of the Month

Development of the budget control system

Hiring of all specialists involved in the multimedia development process

Contracting video and audio production crews and recording studios

Equipment rental, leasing and purchasing

- Software acquisition and installation
- Planning the research work of the content specialists
- Development of the multimedia
 - application outline
 - schedules
- Coordination of legal aspects of production



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4. Production

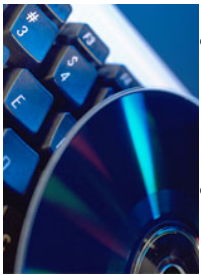
- Activities in this phase include:
 - Content Research
 - Interface Design
 - Graphics Development
 - Selection of musical background and sound recording
 - Development of computer animation
 - Production of digital video
 - Authoring



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5. Postproduction

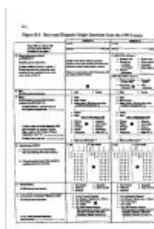
- In this phase, the multimedia application enters the:
 - Alpha and beta testing process.
 - Alpha:
 - Testing conducted internally by the manufacturer
 - Takes a new product through a protocol of testing procedures to verify product functionality and capability.
 - Beta:
 - The second-stage test-version, which is distributed free to a limited sample of users so that they can subject it to daily use and report any problems to the manufacturer.
 - After the "bugs" are fixed, the final version of the program is released to the general public.
- Once the application is tested and revised, it enters the packaging stage.
 - It could be burned into a CD-ROM or published on the internet as a website.



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6.Documentation

- User documentation is a very important feature of high-end multimedia titles.
- This includes:
 - **Instructions for installing**
 - **System requirement**
 - Developing acknowledgments
 - Copyrights
 - **Technical support** and other information important for the user.



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Summary

- Multimedia is a team effort and requires cooperation from the team member.
- It also includes the step by step phase from start to finish to make sure the development runs smooth according to the time constraint and dateline.



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