

Fundamental of Digital Media Design

Multimedia Development Process

by

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Chapter Description

- **Aims**

- To understand the overall process in developing multimedia product
- To learn the details task involves for each stages

- **Expected Outcomes**

- Understand the multimedia development process
- Able to applied the knowledge in developing a multimedia project

- **References**

- Tay Vaughan. Multimedia: Making It Work, Ninth Edition. Mc Graw Hill. 2014. ISBN-13: 978-0071832885.
- Leoni Rahmawati, Lecture Note: Multimedia Development Lifecycle(MDL), 2011

Introduction

- Multimedia development is a project-based process
- A proper plan for multimedia development will save time and money.
- The production of interactive multimedia applications is a complex one, involving multiple steps.

Multimedia Development Process

- Multimedia development 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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Step 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 amenable is the content to multimedia treatment
 - Issues like copyright are also to be considered.

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Step 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.

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Step 2: DEVELOPMENT PLAN

- **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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Step 3: PRE-PRODUCTION

- 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:
 - Development of the budget control system
 - Hiring of all specialists involved in the multimedia development process

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Step 3: PRE-PRODUCTION

- The Production Manager undertakes the following activities:
 - 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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Step 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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Step 5: POST-PRODUCTION

- 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.

Multimedia Development Process

Step 5: POST-PRODUCTION

- 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.

Multimedia Development Process

Step 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.

Conclusion of The Chapter

- 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 deadline.