Planning and Design

Creativity and Planning Ideas

- Preproduction – gathering ideas. Spidergram. Storyboard
  User Research
- Production – Getting/recording materials . Design phase
- Postproduction – Put all the materials together in your project. Assembly

Getting Content

- **Create content yourself**
- **Content created by others. Electronic rights.**
- **Clip art collection**
- **Public domain**
- **Copyrights and ownership**
- **Fair use (limited use of copyrighted material for educational & journalism)**
- **Digital Rights Management (DRM) limit where and how many devices you can transfer content downloaded from online.**
- **Obtaining rights for media use. Such as public preformance, broadcast use, publication, etc. Try to get Unlimited Use if you can.**
- **Derivative Work - what if you alter an image and create a new image, do you own the new image**
- **Copyleft - freely copy and use the material, but in a "common work" way. If you modify someone else's work, anyone can then use what you have created.**
- **Reusing existing content vs. hiring someone to create new content**
- **Database of elements used in your project**

Who owns the content

- **If you made it, you own it.**
- **If others, not people employed by you do work, they may own copyright on the work applied. Get a license to the ownership of their work.**
- **If as an employee then the project generally is "work for hire". As an employee or as an independant contractor. If independant contractor, get a contract that the work belongs to you.**

Talent

- **You can get a professional to do voice over or acting work. They typically work in unions with their own contacts.**
- **Have auditions (have a casting call).**
- **For non union workers, you'll need a release form to grant you permission (consent) to use them for talent and what rights you have with the work.**

Thing Outside the Box

- Be creative. Go outside the norm sometimes and make something innovative.

Pre-visualization Tools

- Treatment (summary of the project. Who, what, where, when, why)
- Storyboard
- Script
- Wireframe (Layout)
- Mockup (using another tool, such as Photoshop to make clearer looking model)
- Prototype – An interactive non-fully created project.

The Design Process

- Specify the Requirements
- Analyze Users
- Build a working prototype
  - Revise the prototype as you test things out

- Usability testing (users test the program and give feedback about the use of the program).
- Check that the specifications of the program work.

Navigation

- **Sketches &Spidergram**
- **Linear (Sequential)**
- **Nonlinear (Topical)**
- **Exploratory (clicking on objects in a scene, like a game)**

Depth & Surface Structure

Graphical User Interface

- **Modal Interface - lets the user select Novice/Expert to alter the amount of details available in the interface. Good for utilities or features where Advanced or Expert features may cause problems for the novice user. Not a good design for most multimedia applications, as most are not Expert. Make your application simple for the typical user.**
- **Stick with traditional keyboard shortcuts, like for Copy & Paste.**
- **Standard metaphors for icons. Like Trash Can for delete.**
- **Offer confirmation on for situations where a mistake might be made. Like deleting a file.**

Non-Visual Interface

Some people might not be able to see the screen (such as when driving), or they may be visually impaired.

Think about using Audio/Vibration/Air/Touch for people that are visually impaired (or when people are able to look at their device).

Think about the devices interfaces you use today in a non-visual way?

Audio Interface

- **Background Music**
- **Sound Effects**
- **Voice Overs**

Be concerned that people might have sound disabled, or cannot hear sound. So make sure you have text on screen available for people that cannot hear the sound.

Producing

- **Stay organized. Keep backups**
- **Client approval cycles**
- **Client access to media to check the progress.**
- **Version control and tracking**
- **Copyright your code and write comments**
- **Be prepared for the unexpected**

Product Overview

- **Vision of what you want**
- **Goal**
- **Target Audience (who'd use your product, or why)**
- **Treatment (how the program will be presented to the user).**
  - **Tone (serious, funny, formal, informal, etc)**
  - **Approach (how will the person interact with the program. The interface).**
  - **Metaphor (using something visual to represent the concept of the program).**
  - **Emphasis on multimedia**

Specifications

- **Specification**
- **Hardware and software requirements**
- **Media elements**
- **Functionality**
- **User Interface**

Designing the layout

- **Balancing the content on the screen.**
  - **Symmetrical Balance (mirror images of a center line)**
  - **Asymmetrical Balance (center line, no mirror images)**
  - **No Balance (any arrangement on the screen).**
- **Unity (keep the interface unified across your screens)**
- **Movement (the flow at which people will read the screen).**