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 performance, 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).