



INTRODUCTION TO MULTIMEDIA

Chapter 4 Multimedia Development Team

Introduction

- ◆ Multimedia products do not simply happen; someone has to want them or be willing to fund the production for future buyers.
- ◆ That is the role of the sponsor or the client. Sponsors or clients provide the motivation to do a project.
- ◆ Their concern is that the project is delivered on time, within budget, and of acceptable quality.
- ◆ To do this, a development team is formed consisting of individuals with the appropriate management and technical skills to complete the project.

Introduction

- ◆ Multimedia developers generate and manipulate graphic images, animations, sound, text and video into consolidated and seamless multimedia applications.
- ◆ A multimedia developer has knowledge and skills across a wide variety of areas in relation to the design and development of multimedia products.
- ◆ The multimedia developer is required to be able to design the overall picture of the multimedia application, create and manipulate the graphics, add sound and then edit the sound and graphics so the end product makes sense.



Multimedia Development Team



- ◆ There are basically two approaches to consider when building multimedia projects:
 - One-Person approach
 - Team approach

Multimedia Development Team

One-Person Approach

- ◆ The one person approach is when writing, editing, graphics, audio, and video production, authoring, testing, packaging and delivery are done by one person .

Multimedia Development Team

Team Approach

The team approach consist of two groups of people:

- ◆ **Key personnel:** Primary personnel involved in the lifespan of the project.
- ◆ **Support personnel:** Provide limited or specialized function contributing to the completion of the project and includes the editor, audio/video editor, talent, photographer, and user interface designer.

Multimedia Development 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

Production Manager

- ◆ The role of the production manager in a multimedia production is to define, coordinate and facilitate the production of the multimedia project.



Production Manager

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

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.



Script Writer

- ◆ 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.

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**.

Multimedia 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**.



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.

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.



Computer Programmer

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



Quiz!!!



1. What are the two basic approaches to consider when building multimedia projects?
2. Describe all Multimedia Development Team members and their responsibilities.