

MPT 1203: TECHNOLOGY AND MEDIA DESIGN

# INTRODUCTION TO MULTIMEDIA DEVELOPMENT/PRODUCTION



**Jamalludin Harun**

Department of Educational Sciences, Mathematics & Creative Multimedia  
Faculty of Education, UTM

## CONTENTS

- 1 Multimedia Development Team
- 2 Multimedia Development Process
- 3 Multimedia Development: MPP ????

## INTRODUCTION

- ❖ **Multimedia Development**
  - What skills required ?
  - Guidance and suggestions for getting started ?
  - The Process ?
  - New Trend in Multimedia Development?

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## MULTIMEDIA DEVELOPMENT TEAM



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## MULTIMEDIA DEVELOPMENT TEAM

- ❖ Developing instructional multimedia is seldom an individual effort.
- ❖ Typically, several people work together to create projects that involve more than just text and graphics but instead involve a pedagogically sound design with interactive exercises and activities as well as assessments and communication approaches that facilitate teaching and learning.

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## MULTIMEDIA DEVELOPMENT TEAM

### Multimedia Development Team:

- ❖ Executive Producer
- ❖ Producer/Project Manager
- ❖ Creative Director/  
Multimedia Designer
- ❖ Art Director/Visual Designer
- ❖ Graphics Artist
- ❖ Interface Designer
- ❖ Game Designer
- ❖ Subject Matter Expert
- ❖ Instructional  
Designer/Training Specialist
- ❖ Script Writer
- ❖ Animator (2D/3D)
- ❖ Sound Producer
- ❖ Music Composer
- ❖ Video Producer
- ❖ Multimedia Programmer
- ❖ HTML Coder
- ❖ Lawyer/Media Acquisition
- ❖ Marketing Director

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## MULTIMEDIA DEVELOPMENT TEAM

- ❖ Depending on the size of the project, an individual may take responsibility for more than one of these roles
- ❖ In one person projects, you are all these..!!!

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## MULTIMEDIA DEVELOPMENT PROCESS



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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ The stages of a project:
  - Planning and costing
    - Idea/objectives
    - Multimedia expertise required
    - Time & cost estimation
  - Designing
  - Producing
  - Testing
  - Delivering



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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Multimedia development process usually based on systematic approach as suggested in Instructional Design Model.
- ❖ What is Instructional Design Model ?

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Instructional Design is the systematic process of translating general principles of learning and instruction into plans for instructional materials and learning.
- ❖ It includes development of instructional materials and activities; and tryout and evaluation of all instruction and learner activities.

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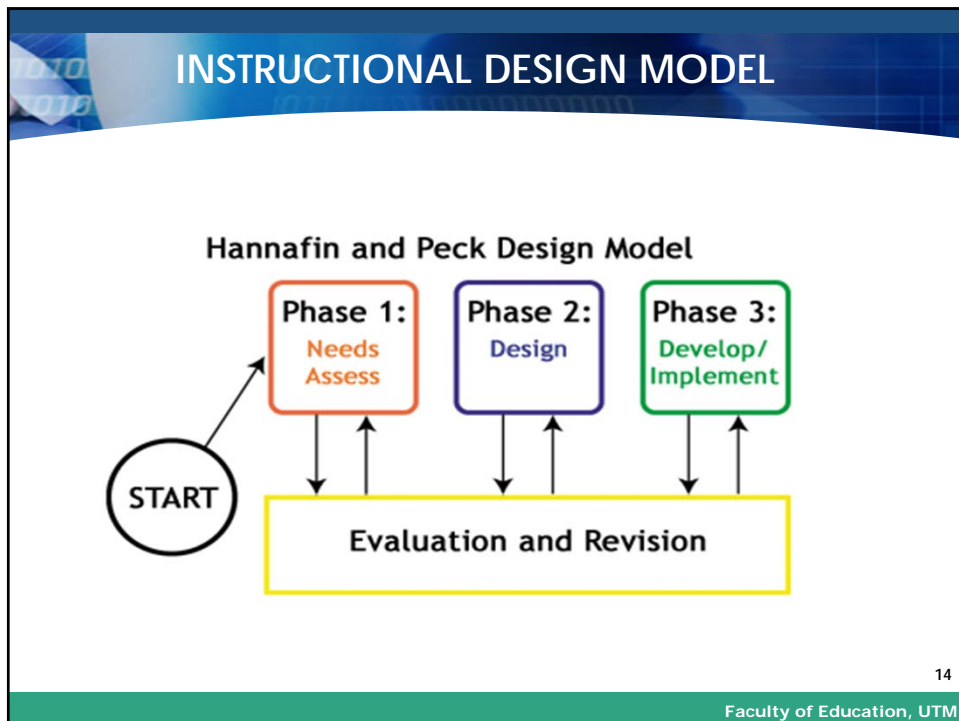
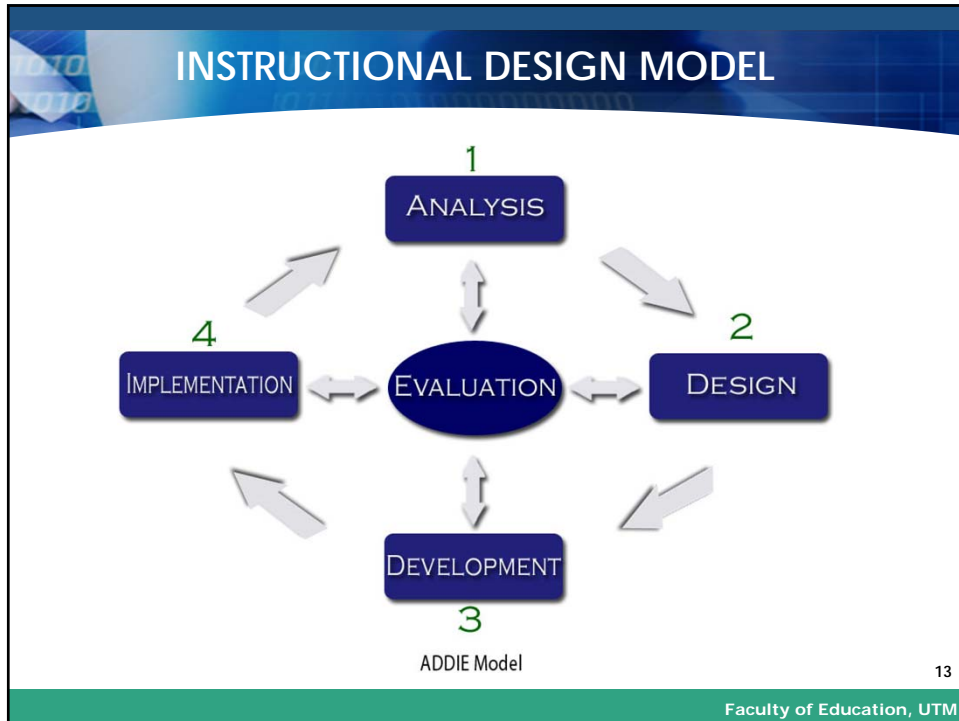
## INSTRUCTIONAL DESIGN MODEL

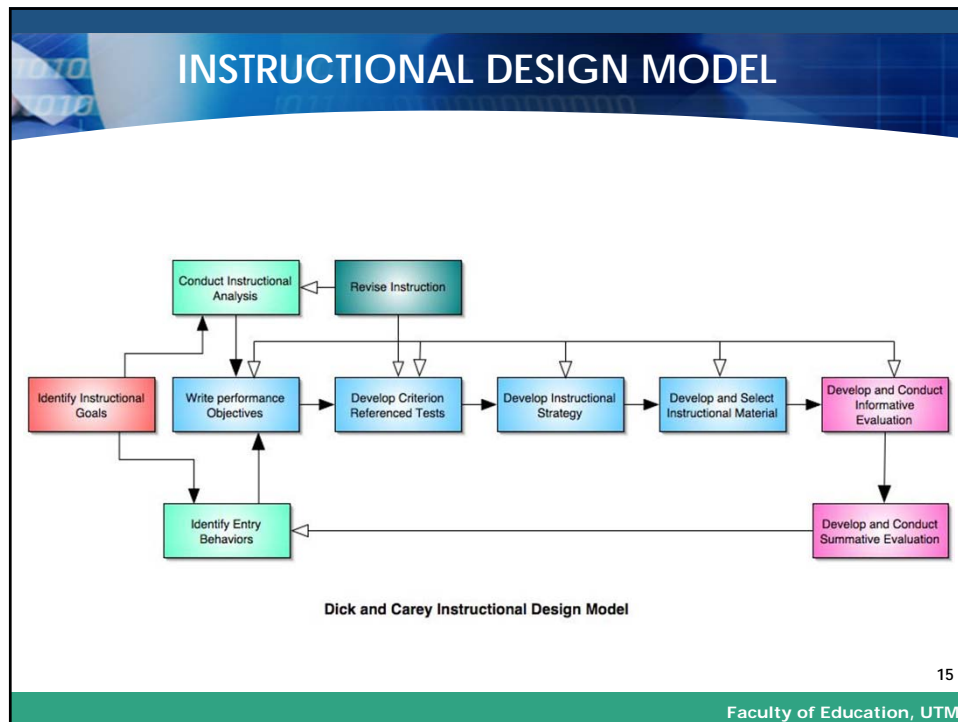
Examples of ID model:

- ❖ ADDIE Model
- ❖ ASSURE Model
- ❖ Dick & Carey Model
- ❖ Hannafin & Peck Model
- ❖ Waterfall Model
- ❖ Rapid Prototyping Model
- ❖ etc.....

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ This class (MPT 1203: Technology & Media Design) will focus on 2<sup>nd</sup> phase (Design) of ID Model/Systematic approach.
  
- ❖ Phase 1 (Planning/Analysis):
  - MPT 1113 (Foundation of Educational Technology)

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 3 (Multimedia Development):
  - MPT 1193 (Authoring System). Pre-requisite for MPT 1293 & MPT 1393
  
- ❖ Phase 3 (Digital Media Production):
  - MPT 1483 (Visual Technology Production) or...
  - MPT 1383 (Video & Animation Technology Production)

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 1, 2, 3 & 4 (All)
  - MPT 1293 (Multimedia Development: CD-ROM based) or ....
  - MPT 1393 (Multimedia Development: Web Based).

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 1: Planning/Analysis
  - ❖ needs/requirements ?
  - ❖ “brainstorming”: who, what, why, where, when & how?
  - ❖ Audience analysis: Who is it for?
  - ❖ Needs analysis: Why develop it?
  - ❖ Content analysis: What will it cover?
  - ❖ Resource analysis: How and how much?
  - ❖ Estimate: When will it get done?
  - ❖ Where: platform, marketing and distribution?

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 2: Design
  - ❖ What’s the difference between analysis and design?
  - ❖ **Storyboards**: design content as sequence of scenes or screens.
  - ❖ **Scripts**: design content in textual form.
  - ❖ **Flowcharts**: show navigational structure.
  - ❖ Design **in detail** before programming/authoring!!

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 3: Development
- ❖ Who will be involved in this project and what responsibilities will each person have?
- ❖ Authoring or programming of the project.

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## MULTIMEDIA DEVELOPMENT PROCESS

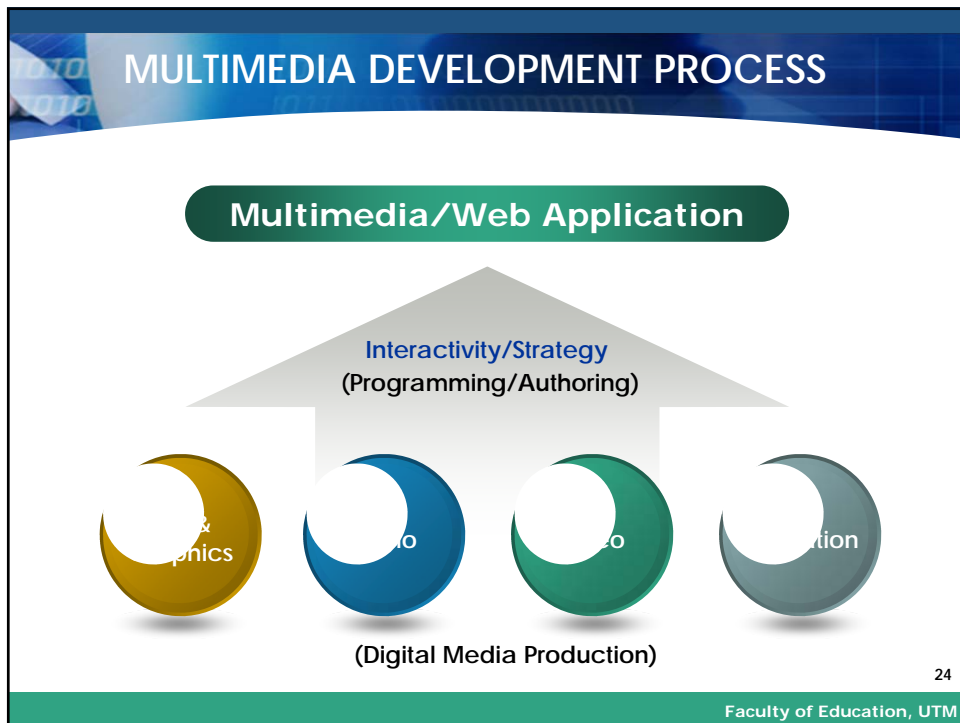
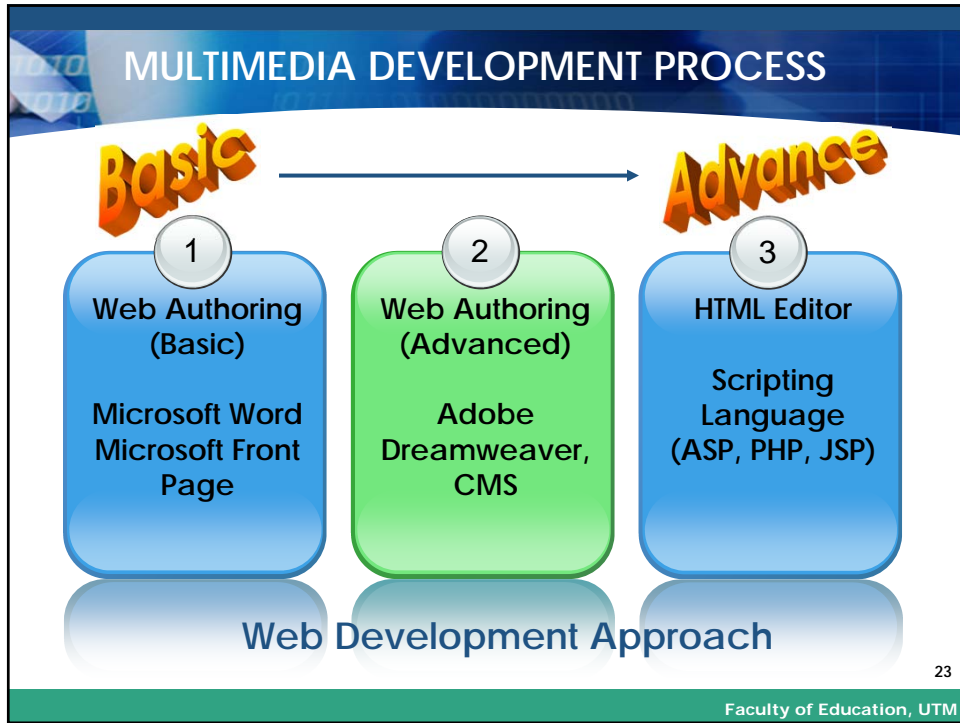
**Basic** → **Advance**

- 1 Electronic Presentation (Microsoft Power Point)
- 2 Multimedia Authoring (Adobe Authorware, Flash, Toolbook)
- 3 Programming (Visual Basic, C++, Java)

Multimedia Development Approach

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## DIGITAL MEDIA PRODUCTION FOR MPP

- ❖ **Graphics:** MPT 1483 (Visual Technology Production).
  - Image Manipulation (Adobe Photoshop)
  - Photography (Analog and Digital)
- ❖ **Audio, Video dan Animation :** MPT 1383 (Video & Animation Technology Production).
  - Video editing (Avid Xpress, Final Cut Pro, Adobe Premiere)
  - Animation (Adobe Flash).

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## MULTIMEDIA PRODUCTION FOR MPP

- ❖ **Interactivity :** MPT 1193 (Authoring System).
  - Adobe Flash (CD-ROM Based)
  - Adobe Dreamweaver (Web Based)

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 4: Implementation
- ❖ How is multimedia development different from systems programming?
- ❖ Why is prototyping a good idea?
- ❖ Programming uses authoring tools (Scripting)
- ❖ Media development involves special tools for graphics, sound, video, etc.
- ❖ User testing, user observations and focus groups

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## MULTIMEDIA DEVELOPMENT PROCESS

- ❖ Phase 5: Testing & Evaluation
- ❖ How will you know if the instructional objectives have been achieved?
- ❖ What method will you use for collecting feedback from the users of the software regarding the interface, sequencing of information, and its content?
- ❖ Formative & Summative.

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