

Building the Foundation for Successful Multimedia Production

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ABSTRACT

As we all know, multimedia, by virtue of its name, incorporates multiple media. Each medium of multimedia field requires specific production skills and tools. The term multimedia can be applied to add audio and pictures to a business presentation with a combination of media skills. With multimedia produced on a personal computer, the tools that we need for production can be installed directly on our desktop PC. Moreover, managing the resources is a significant step to build the foundation for successful multimedia production. In this paper how to build the foundation for successful multimedia production is discussed in detail and also about the skills and the people who involve in a multimedia production.

Keywords: building, foundation, Multimedia, Production, Presentation, resources, Skills.

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I. INTRODUCTION:

Creating a own media, distributing it and monitoring its impact can be a long process, which may become confusing and overwhelming if it's not well-managed and carefully planned. Designing a media strategy will help that time. It is mostly successful when it is done as a group, with the people involved in your overall campaign or project. Students are encouraged to develop their creative and technical skills across a wide range of production mediums, such as digital video production, digital photography, audio and sound, and online, and will also discover how media shapes our lives, giving them a solid understanding of media and leaving them well-prepared to progress on to a full media or media-related degree. Multimedia encompasses so many different elements tied up to production resources, tracking and controlling the budget for a production, which is really a critical part of the ultimate success of a project. Have clear objectives for making media. Objectives are even more specific than your goals. Objectives need to be SMART such as S for Specific, M for Measurable, A for Achievable, R for Realistic and T for Time-bound.

A student has to understand the core concepts and skills of multimedia production and digital storytelling using text, graphics, photographs, sound, motion, and video. Then, has to put all together using the skills that they have developed for effective project planning, collaboration, visual communication, and graphic design. Presented in full color with hundreds of vibrant illustrations, these multimedia foundations trains you in the principles and skill sets common to all forms of digital media production, enabling you to create successful, engaging content, no matter what tools you are using. One has to improve projects with core principles of visual communication and graphic design and also has to learn necessary strategies for project planning, organization, and asset management. There is a need to understand the intricacy of design and production workflows and to navigate postproduction and the distribution of multimedia content effectively. Focusing on digital media for online, networked and mobile platforms, we need to work on digital production tasks. Also, we should involve in mobile or location-based apps, physical computing or experimental video and photography, for contexts ranging from handheld devices to physical media installations for exhibitions. Recorded moving images and recorded sounds are edited and mixed, separately and in combination, to produce creative editorial content. This content is presented in diverse forms to make television and radio programs, Internet websites, and multimedia and other communication products.

The most important resource in any multimedia production is People. People add the creativity that makes a production concept to come to life, no matter how "wizzy" the technology.

A. Production Team

Every project needs a management team. The required skill sets for individuals on this team are a strong sense of organization, the ability to effectively communicate with all team members and knowledge of media production.

a) Producer

The producer is the person who carries out the overall responsibility for the successful completion of the production. The producer has to make sure that the message content is effectively communicated to the target audience. The skills required to be a producer are general management skills and a thorough understanding of all phases of the production process. One of the biggest job requirements is the ability to communicate with other team members at any situation.

b) Production Assistant

The production assistant can make or break the project. He is the one who has to develop and track all the schedules with the producer. He needs to coordinate all the details to make sure that everyone on the project completes his or her particular task on time. Depending on how the production team's duties are assigned, the production assistant may play a line role in the production, such as producing electronic artwork. He is completely answerable for making all of the arrangements for the photography shoot, such as booking a studio or location, selecting models or renting props.

c) Project Administrator / Controller

A key task or part of the team is project administrator who is committed to contracts and purchase orders, pay vendors and subcontractors and coordinates and collects the funding. Because of the number of different production elements in a multimedia project, the project administrator is responsible for monitoring production schedules, making sure that deadlines are met and that each individual element has the proper approval of the producer, creative director and client.

B. Creative team

The creative team develops all the wonderful ideas that make the production work. In general, the skill sets required are imagination, creativity and the understanding of the medium.

a) Script Writer

Many multimedia productions start with the written word. It is the role of the script writer to listen to all input from people and to incorporate this information into a final script. The script writer's listening and interpretation skills will assure that none of the pertinent information is missed. Moreover, the script writer is an editor who has to ensure that the message is delivered in a clear, concise manner. For multimedia, the script writer should be aware of all the multimedia elements available. The script writer used to work closely with the producer and designer as part of a creative team. He has the ability to listen, to "sketchout" and to organize ideas and concepts in words, to write in a clear and concise manner, and to provide visualization assistance for the designer.

b) Designer

Every production has its own unique look. In multimedia production, "the look" includes the background colours and texture, the typestyles, as well as the complexity of a user interface. The multimedia designer develops the general look of the production. While good design skills are the prerequisite, it helps to have an understanding of how graphics is displayed on screen. Working within a 3:4 ratio (the size ratio of the computer monitor) and with the knowledge of what colours work best onscreen, are all useful skills developed with experience designing multimedia production for presentation on personal computers.

c) Electronic graphic producer

The advancement of computer graphics software brings a lot of capabilities for electronic graphics production to the desktop. Textures, graduated backgrounds, typography and photographs can all be combined into screen designs to complement an application. The designer may create only the graphic look or a template and leave the work of producing the individual screens to others. Most interactive multimedia projects include a large number of menus, screens, and still images, consisting of graphics, text, artwork, and combinations of all of the above. From a program content standpoint, still images can be used to communicate a great deal of information and should be considered a major part of production.

d) Image capture specialist

Many multimedia projects call for a large number of still images that need to be captured and digitized to be displayed either as the complete image or as part of the screen design mixed with graphics and text. This duty may fall to the production assistant. On large productions, it may be best to have one person dedicated to this task. The skills required are not highly technical and can be quickly taught.

e) Photographer

Many productions require new and original photography to communicate a point. The production team may include a photographer or someone with photographic skills who can take the necessary pictures for a production. Many producers hire a photographer on a freelance basis, contracting for several days of time as required by the needs of the project. Freelance photographers are to be found according to the needs of the application's design. Some photographers are specialized in shooting outdoor exteriors whereas industrial photographers are used to work in an industrial setting. Food photographers can make food look appetizing even under the harsh lights of a studio. So choose your photographer carefully.

f) Video producer

Indeo video technology allows you to incorporate digital, full-motion video as a part of the multimedia application. Many multimedia producers come from the video production field and have the capability of directing and coordinating a video production. A video producer has to plan, manage, and supervise all video shooting for the multimedia project. Shooting for multimedia and digital video requires a special understanding of how to shoot video for best results when digitized and displayed.

g) Sound track producer / engineer

High - quality sound adds a new dimension to the display of pictures and graphics presented through a personal computer. Adding sound and sound effects makes pictures come alive. The audio engineer's skills include knowing how to find and select music and how to add sound effects that artfully enhance an image. He is also responsible for recording all narration and for converting the audio tape soundtracks into digital computer files for programming into the completed application.

h) Programmer or author

The programmer or multimedia author is the person responsible for linking all of the multimedia elements together into the final production. Based on flowcharts, storyboards, and scripts, the programmer or author will sequence all of the elements into the final program. For multimedia programming and authoring, the programmer or author will be called upon to develop innovative techniques to display images, text, and graphics and synchronize them with sound. They have to play a very key role in the final results of a production.

C) Staff for a large application project crew

Some multimedia application development projects are too large for the small team. When a production grows in size, it requires another layer of management. Due to the sheer volume of production work required, additional personnel for graphics production, image capture and programming or authoring is required as part of the production team.

a) Executive Producer

The executive producer is responsible for the business aspects of the production. He may be managing multiple projects, with producers being dedicated to each project. In the corporate environment, the executive producer could be compared to the department manager who has the responsibility for budget and for reporting on the progress of the project to the higher authority.

b) Creative Director

The creative director has the responsibility over all creative elements to make sure they meet the communication needs of the project which are consistent with the interest of the client. The creative director focuses on the content of the production. As the executive producer is responsible for the administration of the production, the creative director oversees and manages the creative output.

c) Graphic designer

The multimedia graphic designer needs to understand transitions and how to successively build screen with types and images. He needs to know the flexibility and features of the technology so that he can take full advantage of the creative opportunities that multimedia offers. Graphic designers emphasize all the different creative and dynamic possibilities beyond printed media. The creative option of easily mixing graphic with photographic quality images, and the graphic tools available, give multimedia graphic designer almost unlimited possibilities.

d) Interactive designer

A good interactive designer has an understanding of user interface and navigation. The role of the interactive designer is to look at the overall content of the script and to design and lay out the flow or paths of an application typically through flowcharts. The interactive designer has the duty to make sure the user interface clear and every possible navigational path covered.

e) Instructional designer

Training applications often require the skills of an instructional designer. The instructional designer knows how to create an educational experience that is meaningful to the user. Interactivity allows the user to be in control. The role of the instructional designer is to project and plan for the potential of instructional points. In addition, educational software designers, computer-based training professionals and good instructors from schools, colleges and universities and corporations can be focussed to multimedia design.

f) Researcher

The researcher works with the program's script and storyboards to identify sources of visual and audio material which will cover every point presented in a script. The good researcher selects a variety of material on a subject to give the producer and designer. The researcher often spends more than half of his time on the phone convincing libraries, museums, stock picture houses, stock film and videotape houses and other resources. They beg, borrow or steal material for a production.

D. Video production crew

The video production crew understands the goals while shooting interactive multimedia. They have to shoot the same scene over and over again with slight variations in the dialogue for the different elements needed for interactivity.

a) Application testers

During the production planning, we often assume that an interactive multimedia production will work the first time it is programmed. This is complicated by the fact that a very interactive program obviously doesn't play straight through and each combination must be tested and tried before the application is released. On a large project, make sure to budget for application testers for testing. There must be someone to monitor the tests and to provide feedback to the production group for adjustments to the program

b) Content provider or content expert

The content provider is the key member of the production team who supplies the information necessary to accomplish the communications goals of the production. The content provider may come from the client or may be hired from a university or specific segment of industry. During video shooting, the content provider is frequently called on to double check that the information is being portrayed accurately.

c) The Client

Clients play a key role, as they typically are financing the production of an application. Educating a client is the best way of keeping a good client. The more they know about the capabilities of multimedia, the more inclined they will be to find additional uses for it. During production, an educated client can be a valuable part of the production team who can also better understand and appreciate the challenges a producer faces in the midst of production.

On successful completion of the course students will be able to:

1. Competently use designated digital audio and video editing applications.
2. Use video and recorded sound as communication media.
3. Demonstrate an understanding of basic principles of media project design.
4. Apply selected communication theories and techniques in a range of media production settings.
5. Demonstrate integrated creative, technical, and analytical skills.
6. Critically and analytically reflect on professional practice.

II. CONCLUSION

A multimedia production requires many skills crossing several disciplines such as graphic design, photography, audio production, and programming. While multimedia production is a relatively new field, communications using traditional media is not. Colleges and trade schools around the country offer courses in script writing, graphic design, television production and photography. Acknowledging the need for more content providers, the manufacturers and software publishers of multimedia products offer training programs to help multimedia professionals learn how to use them and create great applications. Several multimedia Value Added Resellers and consulting companies also offer onsite training where they will send a specialist to you for a two- to three-day-or-more session to teach you and your staff how to produce multimedia applications. Students learn technical skills and respond to aesthetic experiences through the application of digital audio and video editing techniques as used in the production of media projects. Thus, with the right attitude and framework of the mind, the challenges of bringing all of the pieces together to fulfil the main objectives and still meeting budget and hardware and software specifications, multimedia production can always be a lot of fun.

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