

## UNIT - 6

\* Production planning in multimedia :-  
These are the steps that are used in production planning of multimedia -

- 1- Defining the production schedule.
- 2- Devising a technical plan.
- 3- Project budgeting
  - (a) Cost of personnel (including part timer)
  - (b) Advertisement budget
  - (c) Video production
  - (d) Audio production
  - (e) Equipment
  - (f) Equipment renter
  - (g) Software
  - (h) Graphics and audio materials
  - (i) Royalties
  - (j) Material and supplier
  - (k) Printing
  - (l) Communication expense
  - (m) Office supplier
  - (n) Legal expense
  - (o) Travel
- 4- Planning and structure
  - (a) Defining the goal and objective of the proposed multimedia title.
  - (b) Describing the content of the title.



- (c) Developing the application script.
- (d) Translating the application script into an outline.
- (e) Translating outline into flowchart.
- (f) Develop the screenshot.

5- Goal and objective define.

- (a) What are the purpose of proposed title.
- (b) What is the team trying to accomplish.
- (c) What are the expected result.

6- Program content -

Text, video, sound, graphics, background content, photograph, 3-D graphics, chart, flowchart etc.

7- Multimedia application script

8- Outlining

9- Logical flowchart

10- Program storyboard

11- Production script for text, audio and video.

12- Hardware issue

13- Authoring system selection.

\* Members of multimedia production team :-

1. Production manager
2. Content specialist
3. Script writer
4. Text editor



5. Multimedia architect
6. Computer graphics artist
7. Audio and video specialist
8. Computer programmer

\* Testing and delivering process in multimedia application :-

1- Evaluation process - Testing of multimedia title is easy so that the final application quality standard need to high and it is not effected by bugs, technical snags, inaccurate information or single grammatical errors.

The process of evaluating (testing) and revising a multimedia application project is dynamic and constant. There are two types of evaluation :

- (i) Internal evaluation
- (ii) External evaluation

(i) Internal evaluation -

1. Application design
2. Project goal and objective
3. Multimedia content
4. Text and grammatical narration
5. Application graphics
6. Sound



7. Application navigation
8. Programming code
9. Delivery
10. Time and budget
11. Legal documentation

(ii) External evaluation - There are basically three testing used in external evaluation of multimedia application -

1. Alpha testing
2. Beta-testing
3. Focus group testing

- Alpha testing - Alpha testing is defined as a type of software testing performed to identify bugs before releasing the product to real users or the public. It is a type of acceptance testing. Alpha testing is done early on, near the end of the development of the software, and before Beta testing.

The main objective of alpha testing is to refine the software product by finding the bugs before the software is released and that were not discovered through previous tests.



- Beta testing — In software development, a beta test is the second phase of software testing in which a sampling of the intended audience tries the product out.

Beta testing is giving a finished or nearly finished product to a sample of current or potential users to evaluate its performance in the real world.

- Focus group testing — A focus group is crucial in software development projects, especially those in early stages. A focus group is a small group of individuals tasked to review the software in a critical manner.

2 Quality Assurance — QA is the formal name given to the process of Beta-testing. When the Beta testing of a multimedia application is release and the functional testing start, the quality assurance process help formally start. Quality assurance majorly focus on-

- (i) Compatibility
- (ii) Functionality
- (iii) Functional Localisation
- (iv) Installation
- (v) Performance
- (vi) Stress



\* Hardware and software requirement for good multimedia project :-

1- Hardware Consideration - Hardware consideration can be complex and even frustrating as new technologies are included. The confusion, however, can be minimized by concentrating on the media component needed to support the applications. As time goes on, the technology will provide greater quality at less cost and you will be ready to take advantage of new hardware.

2- Technology trends -

- (i) Comparison technology for graphics and video images.
- (ii) Sound cards.
- (iii) Window sound system
- (iv) Digital video card
- (v) CD-ROM
- (vi) Computer platform and upgrades.

3- Multimedia PC standard (MPC) - One very popular standard has been developed to ensure that the computer system has all the necessary capabilities to run a multimedia software is called MPC. It



is introduced by Tway in 1992.

#### 4- Hardware requirements -

- (i) Camera
- (ii) Video monitor
- (iii) Video capture board
- (iv) Printer
- (v) Scanner
- (vi) Headphone
- (vii) Microphone
- (viii) Computer system unit (Mouse, keyboard, monitor etc.)

5- Software consideration - Hardware cannot do any job. Capable software is needed if you plan to build your own multimedia program. To accomplish these multiple roles requires multiple software components.

- (i) Operating system
- (ii) Authoring system
- (iii) Graphics package
- (iv) General purpose language
- (v) Presentation and run time system

#### \* Content Acquisition :-

Content - Content is the "stuff" around which an application is developed. It may be a text, narration, graphics,



colour, background, video and animation. In other words, content are all the elements that compose a multimedia average.

Content acquisition, identification, selection and development help in it. The main responsibility of content development like with the content specialist, script writer or computer graphics artist. A content specialist undertakes the following task -

1. Identify document sources.
2. Identification of the building blocks like colour, graphics representation, theme, time to represent multimedia.
3. Identify individual views.
4. Location to be video taped.

Responsibility of script writer -

- 1- Content evaluation
- 2- Identify goal and objective
- 3- Script and story board based on content.



## Responsibility of computer graphics artist -

1. Developing the necessary lines of the application.
2. Scanning and editing of photos, background and other graphics element.
3. Chart development.
4. Map preparation
5. Text manipulation
6. 3-D graphics
7. Computer animation