Unit 10.1 Structuring The Project

Talking about multimedia design. The most popular, important and effective design tool is a storyboard.

It acts as a graphic outline; to explain your product elements in much greater details.

What is the benefit of storyboard? Using storyboard, you may structure your entire multimedia project in exact detail.

Sketch each and every multimedia element: text and image, sound and video, colors and shades.

Other than that you may use wire framing approach to structure the navigation and interactivity, branches and menus.

In terms of structure, it is very much depending on your purpose and your message. Therefore, you must structure your multimedia materials based on these two factors.

Now, allow me to ask you. Have you been to Kuching, the capital city of Sarawak? Let say you want to walk around the famous Kuching waterfront and Cat statue from your hotel. As a first time visitor you need a map, don't you?
So, that analogy brings me to the need of having a navigation map for the multimedia product that you intend to develop.

Navigation map help your product user to see its information structure. It shows the outline and the connection and the flow of the interaction process.

As a result, they would understand the purpose and the message that you intend to deliver.

Besides that, you can use navigation map to outline and organize your content and message. If you are designing a web site, the navigation map is presented through your site map.

Normally, there are four types of basic navigation structure for a multimedia project:

The first one is linear. The navigation process in sequential, from screen to screen.

Second, hierarchical. Your user may navigate your screen with tree-shape menu structure.

Third, nonlinear. Your user can jump from one screen to any other screens, free and easy.

Last but not least, composite structure. Your user may navigate nonlinearly, but they are still limited by the logic hierarchy of message flow.

In summary, this is an important piece of advice from me:

Never, never, never ever begin a multimedia project without first outlining the structure and the content.

The result will be… disastrous.

Make sure that they give a formal approval on your project as you develop it.

Next you may use cloud-based storage to upload your multimedia files. Then your client may download it to review it.

Example of cloud-based storage is justcloud.com, box.com. dropbox.com, just to name a few.

In summary, the issues related to multimedia production are various. It requires proper planning, management and execution.