

Chapter 3

Multimedia Skills and Training

Multimedia Development Team

1. Project Manager
2. Multimedia Designer
3. Interface Designer
4. Writers
5. Video Specialist
6. Audio Specialist
7. Multimedia Programmer
8. Multimedia Producer for the Web

➤ Project Manager

- **Responsibilities**

1. Overall project
2. Day to day operations and budget
3. Put together good core team
4. Maintain the “big picture” – the vision

- **Background/skills**

1. Understand hardware & software

2. Communication skills
3. Good “people” skills- a good listener

➤ **Multimedia Designer**

- **Responsibilities**

1. Overall content and structure
2. Prepares blueprint for project: content, media, interaction
3. Sometime overlaps with Interface Designer

Multimedia Designer

- A) Graphic Designers
- B) Instructional Designers
- C) Information Designers

- **Background/skills**

1. Ability to analyze content structurally and match it with effective presentation
2. Expert with different media types
3. Ability to look at information from different points of view
4. Interpersonal skills
5. Understand resources- both technological and human
6. Solid organizational skills, attention to detail

➤ **Interface Designer**

•**Responsibilities**

1. Provides access to media and control to people who use it
2. Makes interface “transparent” to users (effective use of windows, icons, backgrounds, controls, etc.)

•**Background/skills**

1. Familiar with different multimedia interfaces
2. Knows authoring system, user testing
3. Basic drawing skills

➤ **Writers**

•**Responsibilities:**

1. Create character, action, point of view, interactivity
2. Write proposals, script actor’s narration, write text screen(content writers)

•**Background/skills**

1. Background in marketing
2. Ability to work within tight deadlines

➤ **Video Specialist**

•**Responsibilities**

1. Coordinate videographers, sound technicians, lighting designers, set designers, script supervisors, production assistants, actors

•**Background/skills**

1. Skilled with QuickTime or MS Video for editing
2. Macromedia Premiere for special effects

➤ **Audio Specialist**

•**Responsibilities:**

1. Locating and selecting suitable music and talent
2. Scheduling recording sessions
3. Digitizing, editing recorded materials

•**Background/skills:**

1. Skilled in studio recording
2. Fluency in MIDI
3. Experience with sequencing software

➤ **Multimedia Programmer**

• **Responsibilities**

1. Integrates multimedia elements into “seamless” whole using programming language or authoring system (Author ware)
2. Coding displays to controlling devices

• **Background/skills:**

1. Multimedia languages (C++, Java, Lingo)
2. HTML, VRML, XML

3. Ability to quickly learn new systems

➤ **Multimedia Producer for the Web**

•**Responsibilities**

1. Coordinates set of pages for the web

•**Background/skills**

1. Knowledge of HTML, CGI scripts, Photoshop, etc.

Good Multimedia

•Many multimedia systems are too passive- users click and watch

•For fully interactive systems, designers need clear picture of what happens as user interacts

•Adaptive systems modify themselves based on user input (intelligent tutors)