3.01D Design Multimedia Presentations

3.01 Explore multimedia systems, elements, and presentations.

Multimedia Authoring Programs

- Software that allows the designer to:
  - Create multimedia presentations
  - Create interactive elements
  - Design screen layouts
  - Produce content with paint, text, and animation tools
  - Incorporate text, sound, video, animation, and graphics
  - Create hyperlinks

Examples of Authoring Software

- Microsoft PowerPoint
- Windows Movie Maker
- Adobe Director
- ToolBook
- Adobe Authorware
- OpenOffice Impress
- IBM Lotus Symphony

Basic Parts of Multimedia Presentations

Hyperlinks are “hot spots” or “jumps” that locate an external file, website or place in the current presentation. They are represented by a graphic or colored and underlined text.

Some of the many hyperlinks
Basic Parts of Presentations:

Menus and Navigation Buttons

- **Menu** - a list of options that use hyperlinks to move to other parts of the presentation. Can be text or images.
- **Navigation Buttons** — buttons that are hyperlinked to other parts of the presentation and allow the user to navigate through the presentation.

Transitions

- A slide transition is the visual effect of a slide as it moves on and off the screen during a slide show.
- Each slide can only have one transition.
- **Transition** features which can be changed by the user include:
  - Speed
  - Sound
  - Direction
  - Timing

Build Effects

- A build effect is applied to text to make it appear on a slide in increments of one letter, word, or section at a time in order to keep viewers’ attention.
- Keeps the audience from reading ahead.
- Additional build effects can be used with audio clips, video clips, graphics, and other parts of the presentation.

Basic Design Guidelines

- Use no more than three different typefaces and sizes.
- Choose colors that harmonize and are appropriate with the theme.
- Use typefaces and colors consistently throughout the presentation.
- Use enhancements such as bold, italics, and shadowing to emphasize key points.

- Do not use underline, because it is often confused with hyperlinks.
- Use white space to balance elements.
- End the presentation with a blank slide containing only the slide design.
Design Elements of Multimedia Presentations

- Balance
  - Asymmetrical balance
  - Symmetrical balance
  - No balance
- Movement
- Optical center
- Optical weight
- Unity
  - Intra-screen unity
  - Inter-screen unity

Create Presentations

- Plan
- Prepare
- Practice
- Present

Plan the Multimedia Presentation

Planning ensures a successful multimedia project.

The rule of thumb for multimedia development is 
80% planning + 20% production = 100% success

Plan the Multimedia Presentation

1. Develop the theme (concept or idea)
   What is the purpose of the presentation?
   Example — How to Use a Digital Camera
2. State the goals, objectives, and purpose
   What do you want to accomplish?
   Example — Taking low-light pictures and downloading images to a computer
Plan the Multimedia Presentation

3. Identify the target audience
   Who will use and see the presentation?
   - Target audiences can be categorized by demographics, lifestyles, or attitudes.
   - The more information known about the audience, the more likely the presentation will meet their needs successfully.
   Example – Have the people in the target audience ever owned a digital camera?

4. Determine the treatment to be used.
   - Determines how the multimedia presentation will look.
   - Determined largely by the concepts, goals, objectives, and target audience.

5. Determine the specific elements to be used, where to place equipment and the playback system(s) needed.

6. Storyboard projects including all navigation links.
   A sample storyboard with its navigational links.
   Font colors, background color, and other design ideas can also be noted at this stage.

7. Gather materials and computerize the multimedia presentation.

8. Create a reference page and use proper formatting based on:
   - APA manual
   - MLA manual
   - Other style guides

9. Review the finished project for any copyright infringements.

10. Preview and test the multimedia presentation.
**Practice Presenting the Multimedia Presentation**

| Time yourself practicing the presentation | Practice in front of an audience or friend | Practice with the equipment you will use during the presentation |

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**Present the Multimedia Presentation**

<table>
<thead>
<tr>
<th>Know the Content</th>
<th>Use proper English/grammar</th>
<th>Avoid filler words</th>
<th>Speak clearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make eye contact with audience</td>
<td>Use appropriate speed of speech</td>
<td>Include an opening and closing</td>
<td>Stay within allotted time</td>
</tr>
</tbody>
</table>

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**Interactive Multimedia Presentations**

- Originally
  - The presenter controlled the order of the presentation while the audience watched.
  - Linear presentations

- Today
  - Users interact with presentations and control the order the information is viewed.
  - Non-linear presentations

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**Interactive Multimedia Titles**

- Users can interact with the presentation via:
  - Mouse Clicks
  - Mouse Rollosers
  - Voice activation
  - Keyboards
  - Touch Screens

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- Viewers use navigational or action buttons on screen or websites to determine:
  - What content is delivered
  - When it is delivered
  - How it is delivered
- Example of navigational buttons:
  - Back to beginning slide (home)
  - Back to previous slide
  - Forward to next slide
Example of an Interactive Multimedia Presentation

The user can continue on with this presentation

OR

Click on the Component A link

OR

Click on the Component B link

Users will see this slide if they continue the presentation without selecting a link.

OR

Users will see this slide if they click on the Component A link.

OR

Users will see this slide if they click on the Component B link.

These images are used as links to a video clip.

Example of an Interactive Multimedia Presentation

As users continue with the presentation, additional links may be encountered which offer more choices and information.

This example provides links to two Word documents.

Users can click on the Word icon to view Word documents.