

MS 2303: Managing the Creative Process

1 Life-cycle of a Multimedia Project:

1.1 (Stage 1:) **Concept Development**

1.1.1 Research

1.1.2 Brainstorming

1.1.3 Scoping (Project clarification)

1.1.4 Proposal

1.2 (Stage 2:) **Pre-Production**

1.2.1 Stipulations

1.2.2 Functionality and Design

1.3 (Stage 3:) **Production**

1.4 (Stages 4 & 5:) **Deployment**, delivery, archiving and evaluation

2 Dealing with problems

Assignment Course Work 1:

1. Project plan and group management detailing how your project will be executed over a set period of time according to principles of multimedia management. Reference should be made to project planning, timetabling and to literature about multimedia management and more generic project management and team management. This work should include a detailed project plan as an appendix. It should also demonstrate evidence of project-planning research carried out in preparation for the production of your website.

2. Technical Specification discussing the technical considerations of the website you will be producing, its content and target audience. Reference should be made to technical considerations such as screen resolution, browsers and browser versions, platform, use of plug-ins and related media, and to print and online sources which discuss these issues. It should also include specific details about how your development will address accessibility requirements. It should also demonstrate evidence of technical research carried out in preparation for the production of your website.

3. Structure and Functionality discussing the overall product/information structure and details of functionality of your website. The work should include a structural design diagram making reference to description of your intended functionality. Reference should be made to how the planned functionality is appropriate for your given brief and target audience. The assignment should also demonstrate evidence of research into scoping functionality, information architecture and if appropriate site narrative.

4. Visual Design discussing the design considerations of the website you will be producing, its content and target audience. Reference should be made to design issues and design decisions, issues such as colour, style, navigation and structure, and multimedia design literature, and speak specifically about any potential copyright issues that your group faces. This assignment should include print-outs of design ideas for the website and its structure as appendices. The assignment should also demonstrate evidence of design research as well as research into legal issues carried out in preparation for the production of your website.

5. Usability testing and the iterative design process discussing the issue of usability testing and how you will address gathering feedback from users for the website you produce. Reference

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should be made to the overall role that user/usability testing has in the iterative design process. The assignment should also demonstrate evidence of research into user evaluation techniques and an iterative design process carried out in preparation for production of your website.

Bibliography:

England, E. and Finney, A. (2002): Managing Multimedia: Project Management for Web and Convergent Media, Addison-Wesley, Harlow ; pp.: 41-295

Friedlein, a. (2001): Web Project Management: Delivering Successful Web Sites, Morgan-Kaufmann, San Francisco

Garrett, J. (2003)
The Elements of User Experience, New Riders, Berkeley

Hughes, B (2000) Dust or Magic? Secrets of Successful Multimedia Design, Addison-Wesley , Harlow

For a **quick recap** of management issues look at:

Mallon, A. 1995: The Multimedia Development Process Available online: http://ourworld.compuserve.com/homepages/adrian_mallon_multimedia/devmtpro.htm

Spatny, M. 1997: Basics of Multimedia Project Management, Available online: <http://home.earthlink.net/~mspatny/text/basics.html>