

# Week 6 : Multimedia production team



MCG 301  
Multimedia

# Learning outcome

- At the end of the lessons, students will be able to:
  - know the people involved in the production and their responsibilities.

# Multimedia project

- A project in multimedia comprises a series of tasks that deliver a combination of media and have a computer component to integrate them.
- There are hardware-oriented multimedia projects where the aim might be to specify, introduce and integrate delivery platform such as video conferencing with a tailored user front-end into an organization.

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- There are software development projects that combine media components into an application to run on a delivery platform.
- The delivery platform will be the one that can support an interactive combination of video, graphics, animation, sound and text. This could be anything from the Internet to interactive TV.

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- Time, cost and quality principles are important but the overall concept of quality in multimedia is embryonic.
- The project's multimedia design quality = the content and treatment agreement reached for that project.

# Organizational structure

- A multimedia project manager with traditional hierarchical structure will have to deal with certain characteristics which have the tendency to interfere with the ability to get on with the job.
- Project manager's role is as a team leader, which is challenging because of the diverse, creative team.

- In term of roles, a typical team may have:
  - A leader who might also use his/her specialism from a media background to contribute to part of the project development;
  - Someone who will agree to the content and treatment with the client and the relevant members of the team;
  - Someone to produce computer graphics;
  - Someone to program or, for web pages, write HTML or CGI;
  - Someone to arrange and manage the audio and video production, if these are necessary.

# Project manager's responsibility

- To ascertain the client's brief
- To attune to the client and their culture
- To clarify unclear information
- To gather sufficient information to write a clear proposal
- To explain any queries the client has
- To monitor the time and cost of the project, a functional structure may cause problems.

# Project manager's role



# Types of project

- Often the client has no understanding of the different categories that exist to describe a multimedia project.
- There are many differences between working on commercial, corporate, international and government projects.
- The scale is different, the component and resource are different, budgets are handled and reported in different ways.

# Few different types of projects:

- Multimedia presentation
- Training
- Point of sale
- Point of information
- Advertising
- Publishing
- Education
- Edutainment
- International projects

