

# **SIMS 246 MULTIMEDIA INFORMATION FINAL PROJECT - OVERVIEW**

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## **1. INTRODUCTION**

The final project in IS246 Multimedia Information is your opportunity to integrate, apply, and demonstrate your understanding of the theories and lessons learned in the class sessions and previous assignments in a project of your choice. You will have the choice of the size and composition of your project group, the topic you investigate, and the medium of its exploration and presentation. Final project teams may range from 2 to 6 people (we recommend 3 -5), depending on the medium of exploration (from writing a detailed paper, to working out a low-fi prototype). The scope of your final projects will depend on the size of your team, the type of project, and whether you plan to continue the project in IS290 Digital Media Design Studio. Starting your final project in IS246 Multimedia Information and continuing it in IS290 Digital Media Design Studio is an ideal way for second year SIMS Master's students to do a media-related SIMS Final Project. Through an iterative process of ideation, proposal, specification, implementation, and presentation, you will get feedback on your final project throughout every stage of its development. To start your thinking, here are some suggestions for IS246 final project topics:

- System Critique and Redesign Proposal
- System Module Redesign Prototype
- Media Production Automation Design Proposal and Literature Review
- Media Production Automation Module Prototype

Here are some example systems you could work on for a system critique/redesign:

- Adobe Premiere
- Adobe After Effects\*
- Final Cut Pro\*
- Media Streams
- MediaCalc\*
- MediaFlow

- Sony TRV-50 Camcorder

(The systems with an \* will be available for your use/study, but will not be presented in class.)

Here are some production areas you might consider in working on a media automation prototype:

- Preproduction
  - Storyboarding
  - Scriptwriting
  - Casting
- Production
  - Annotation
  - Continuity systems
  - Directing
  - Cinematography
  - Production information tracking
- Postproduction
  - Editing
  - Media asset management
  - Special effects
  - Sound design
- Distribution
  - Customization/Personalization (based on location, person, platform, device, context)

The above are suggestions to give you a sense of the scope of the final projects we envision. We encourage you to explore your own ideas for final project topics as well.

## 2. SCHEDULE

You will have 6 weeks and 5 milestones to complete your final project.

### Week 11

Wed 11/10/2004 Overview and all Milestones passed out. Milestone 1 assigned.

- Milestone 1 – Project Team and Idea
- Milestone 2 – Project Proposal
- Milestone 3 – Project Design Specs
- Milestone 4 – Project Presentation
- Milestone 5 – Project Write-Up

### Week 12

Wed 11/17/2004 Milestone 1 due – Project Team and Idea

**Week 13**

*Wed 11/24/2004 Milestone 2 due – Project Proposal*

**Week 15**

*Mon 12/06/2004 Milestone 3 due – Project Design Specs*

**Week 17**

*Mon 12/20/2004 Milestone 4 due – Final Project Presentations*

*Wed 12/21/2004 Milestone 5 due – Final Write-Up*

### 3. PROJECT APPLICATIONS AND AUDIENCES

In your final projects, it is important to consider your project goals and your audience(s). In this light, here are some of the questions that you will need to answer:

- What problem are we trying to solve?
- To whom does this solution matter? Why?
- What do we expect to learn from this project?

Here are some example application areas toward which you might orient your final projects:

- Personal/Consumer Media
  - Digital Photos
  - Digital Movies
  - MMS Messaging
- Media Industry
  - TV (production, archiving, and distribution)
  - Motion Pictures (production, archiving, and distribution)
- Corporate
  - Training
  - Sales
  - Human Resources
- Government
  - Public Service Announcements
  - Surveillance
  - Security

Here are some example audiences for your final project:

- Researchers in multimedia
- Media product developers (software and/or hardware)
- Media product marketing professionals
- Media industry analysts

- Media producers
- Media archivists
- Consumers (consider the demographic/psychographic and use contexts)

The more clearly you can clarify the application area and audience for your final project, the easier it will be for you to design and evaluate your work. Having a use and users in mind, even if you do not get to talk with these users, will help you immensely in this process.

## 4. PROJECT OUTLINES

We have prepared some sample outlines for two paper projects and a low-fi prototype. These outlines are guidelines for you that will help you to structure your final projects.

### a. System Critique and Redesign Proposal (Paper)

Abstract or Executive Summary (depending on audience: abstract if for research; executive summary if for commercial purposes)

1. Motivation  
Why this problem? Who is it for? How does it relate to issues in the class?
2. System Description
  - 1.1 Basic goal
  - 1.2 Major modules
  - 1.3 Example of user interaction
  - 1.4 Description of inputs and outputs
  - 1.5 User population/audience
3. Critique  
System Process OR  
Interface OR  
Particular System Module OR  
Interaction Model/Paradigm
4. Redesign Proposal  
Should include screenshots or other visual aids to illustrate your argument

### b. Media Production Automation Design Proposal and Literature Review (Paper)

Abstract or Executive Summary (depending on audience: abstract if for research; executive summary if for commercial purposes)

1. Motivation  
Why this problem? Who is it for? How does it relate to issues in the class?

2. Process Description (Task Analysis)
  - 1.1 How does it work?
  - 1.2 Who does it?
  - 1.3 Why is it done?
  - 1.4 Who is it for?
3. Literature Review / System Review  
Refer to similar systems or other works (5 references at least) for comparison
4. Media Automation Proposal Overview
5. Detailed Description
6. Use Scenarios  
At least 2 illustrated narratives
7. Strength and Weaknesses of Proposed Media Automation Design
8. Future Work / Opportunities

### **c. Low-Fi Prototype**

Abstract or Executive Summary (depending on audience: abstract if for research; executive summary if for commercial purposes)

0. Motivation  
Why this problem? Who is it for? How does it relate to issues in the class?
1. Process Description (Task Analysis)
  - 1.1 How does it work?
  - 1.2 Who does it?
  - 1.3 Why is it done?
  - 1.4 Who is it for?
2. Current System/Approach Description  
Critical Task Analysis
3. User Scenarios Using Prototype  
At least 2 scenarios.
4. Prototype Description  
Walk-Through and Screenshots (PowerPoint, Director, Flash, HTML)  
You can also use video to demonstrate your low-fi prototype.
5. Strength and Weaknesses of Prototype

## 6. Future Work / Opportunities

## 5. LOGISTICS AND DELIVERABLES

Depending on your project type, your project group will have different sizes:

- Paper: 1-2 people
- Interactive Low-Fi Prototype: 2-6 people
- Non-Interactive Video Low-Fi Prototype: 2-5 people

For your low-fi prototypes, you can use any common prototyping tool (Microsoft PowerPoint, Macromedia Flash, Macromedia Director, Macromedia Dreamweaver, etc.) to create interactive screenshots and other UI elements. You can also use the video medium to create a low-fi prototype.

Most of your final project milestone deliverables will be write-ups which will help you in your development process (project idea and team, project proposal, project design specification, etc.). ALL final projects will include a final project presentation on December 15 (see Milestone 4 for more details) and your additional final project deliverable will depend on your selected project type.

- Detailed Paper
  - 20-30 pages double-spaced (screenshots not included in page count)
- Interactive Low-Fi Prototype
  - Project Write-Up
    - 7-10 pages double-spaced (screenshots not included in page count)
  - Interactive Low-Fi Prototype file (PowerPoint, Director, Flash, HTML)
- Non-Interactive Low-Fi Prototype
  - Project Write-Up
    - 5-7 pages double-spaced (screenshots not included in page count)
  - Non-Interactive Low-Fi Prototype Video

The final project for our course is a great opportunity to bring together all of your learning from the course into a tangible and presentable result. I encourage you to let your creativity and enthusiasm guide your choice of topic and project type. In assembling your final project teams, look for people with complementary skills so you can put together an interdisciplinary group capable of designing and delivering a project that will delight, inspire, and enlighten us all. I also sincerely hope that this final project for IS246 will be the first phase in your implementing and iterating your idea next semester in IS290 Digital Media Design Studio.