

Week 4: Managing to Completion

Day 1

Read in Managing Multimedia Chapters 6, 7, 8, 9 pp.118 – 187

Day 2

Creative Brief

Review the three Creative Brief samples provided and select one for your project. Write the Creative Brief and post it to the Discussion Area by Day 2.

Review the Creative Briefs of your classmates. Ask yourself:

- Does the Creative Brief match the information from the Strategy Brief?
- Do they have a new perspective that I did not see?
- Were any questions raised as I read the Brief?
- Did they include additional materials or research?

Post your response to your classmates by Day 3.

Day 4

Content Matrix

Review the two sample matrices provided in the lecture and select one method for your course project. Be sure to alter the format to suit your project's specific needs.

Complete the Content Matrix and post it to the Discussion area by Day 4.

Review the matrices of your classmates. As you do, ask yourself:

- Is the format logical and easy to follow?
- Can you quickly locate a section to see if content has been received?
- Are all content elements accounted for?
- Have they created a new format that is useful and appealing?
- How would you improve upon the readability of the format?

Post your response to your classmates by Day 5.

Day 5

Functional Storyboard

Review your project and select one interactive, functional area to draw a storyboard. Do not use a Play Video area as demonstrated in the lecture.

Create a Functional Storyboard for this interactive area that is at least two screens and not more than 4 screens. Document your interface design and interaction decisions and post those with the storyboard.

To help you with usability decisions, review these web sites before creating the storyboard:

Web Monkey Information Architecture Tutorial

<http://hotwired.lycos.com/webmonkey/98/28/index0a.html>

Beta Research: Links to Standards and Guidelines

<http://www.beta-research.com/standards.html>

A Visual Vocabulary for Describing Information Architecture and Interaction Design

<http://www.jjg.net/ia/visvocab/>

Jakob Nielsen's Web Site

<http://www.useit.com/>

Post your Functional Storyboard and an explanation of your interface decisions by Day 5

Review your classmates' storyboards. While reviewing ask yourself:

- Is the functional design clear, logical and usable?
- Is it appropriate for the target audience?
- Are there any insights into the design that are new and interesting?
- Are there any elements in the design that you might have found confusing or out of place?

Post your response to your classmates throughout Day 7.

Day 6

Technical Requirements

Using the format provided in the lecture, write a Technical Requirements document for your project. Post the document to the Discussion area by Day 6. Indicate any outside research or resources you may have used to write the document.