

multimedia design

Final project

Your final project will require you to act as the executive producer and lead designer for one of the multimedia presentations described on page two of this sheet.

For your chosen scenario you must:

- Do a written content and audience analysis of your publication and develop a specific angle for your piece. (about 2 pages, double spaced)
- Create a written, comprehensive inventory of all digital assets needed to complete the project. (about 1 page)
- Put together a written proposal (about 2 pages, double spaced) outlining how you will utilize the time and talents of your seven-person team. Each team member is expected to work about 80 hours (two weeks) on his or her part of the project. Your team consists of:
 1. one researcher/writer
 2. one still photographer
 3. one illustrator/graphic artist
 4. one audio specialist
 5. one video specialist
 6. one multimedia programming specialist
 - 7.) YOU -- the multimedia design specialist and team leader
- Plan the big picture for the overall presentation by creating a detailed flow chart.
- Create the design of all key nodal points (minimum five) in the presentation using a graphic design software program that is on the computers in Carroll 59. You can utilize sample images, graphics, logos, etc. to convey concepts. All aesthetic choices and typography must be your original work. Pay special attention to creating innovative ways to tell your story.
- Develop a 5-minute talk that highlights the key aspects of your package. This presentation should be developed as a "pitch" for your package. Imagine you are meeting with the senior online editor to convince him or her to invest the publication's resources in your project. Focus on what makes your project different and innovative. You will give this 5-minute presentation to the class on Dec. 8.
- Your presentation (and all electronic files) must be burned onto a CD that has a designed label and CD jewel case that reflect the overall design of your package. These items and printouts of the written parts of this project are due at the start of our final class period on Dec. 8 at 11 a.m.

PLEASE SEE THE SECOND PAGE OF THIS HANDOUT FOR MORE INFORMATION.

Final project selection

Please select one of the following package ideas for your final project. Return this page to Professor Laura Ruel no later than Nov. 19.

Option one

50th Anniversary of the Hollywood Walk of Fame

The Hollywood Walk of Fame is a sidewalk along Hollywood Boulevard and Vine Street in Hollywood that serves as an entertainment museum. It is embedded with more than 2,000 five-pointed stars featuring the names of not only human celebrities but also fictional characters honored by the Hollywood Chamber of Commerce for their contributions to the entertainment industry. On February 9, 1960, Joanne Woodward became the first performer to receive a star on the Hollywood Walk of Fame. *(from wikipedia.org)*

News organization: LA Times.com

Option two

15th anniversary of the founding of Internet search company Yahoo!

Yahoo! Inc. is an American public corporation headquartered in Sunnyvale, California, that provides Internet services worldwide. The company is perhaps best known for its web portal, search engine (Yahoo! Search), Yahoo! Directory, Yahoo! Mail, Yahoo! News, advertising, on-line mapping (Yahoo! Maps), video sharing (Yahoo! Video), and social media Web sites and services. *(from wikipedia.org)*

Organization: Wired.com

Option three (my own idea)

3-4-sentence description: _____

Proposed news organization: _____