

FINAL PROJECT BRIEF

SUBJECT : Production In Multimedia

CODE : MDM 423

PROJECT : Design an Interactive CD-ROM or Website (30% +30% +40%)

BRIEF DATE : WEEK 02 (28th May 2008)

DATELINE : WEEK 14 (20th Aug 2008)

STUDENT NAME : _____

CLASS : _____

PROJECT OBJECTIVE :

This project allows the students a guide to develop a complete an interactive website or CD-ROM which applies the basic principles of Multimedia Production Process. This project will emphasis on the Pre-production, production and post-production stage such as research, developing an idea, creating concept & metaphor, layout positioning, interactivity and functionality of the site.

LEARNING EXPERIENCE :

This project enables students experienced the process and production of creating a e-Commerce website. And the process will be Research, Analyze, Design, Develop, Testing, Live, Deployment and Maintenance.

BRIEF : Group Project – party of 4 in a group

Project 1 (Pre Production) - 30%	Project 2 (Production) - 30%	Project 3 (Post Production) - 40%
Week 2 – Week 5	Week 5 - Week 9	Week 9 – Week 14
<ul style="list-style-type: none">▪ Proposal▪ Timeline▪ Flowchart▪ Budgeting	<ul style="list-style-type: none">▪ Design Layout▪ Sound▪ Animation▪ Prototype	<ul style="list-style-type: none">▪ Execution▪ Branding Packaging▪ User Acceptance Test▪ Finalize & Deployment

The final outcome must follow the requirement below:

- Web layout resolutions of 1024 x 768
- RGB color
- Submission on the hosting server.
- File optimizations

1. Proposal
2. Design Concept Apply
3. Sound & Animation
4. Video Footage
5. Interactivity Features
6. Final outcome as in Distributed CD-ROM

Application applied: *Adobe photoshop, Illustrator, Flash, Image Ready and CSS.*

Contents: *Images, text, CSS, javascript, audio & visual, Flash plugin components are allowed in this project.*

Functional of page: *No dead link, no broken links and do not link to website with require royalties.*

Acknowledge: *Please acknowledge the site or provider if you are using their content or source code.*

Resources: *Please ask the permission from the person if you are going to include their information or portfolio.*

P/s: Copy someone's design idea will not make you a great designer. Refer to other's great work and develop your own concept, idea and design will gain your design skill. *If plagiarism found, you will only have to redesign the page in between a week or give up this project and work hard for next semester.*

SUBJECT EVALUATION :

PRE-PRODUCTION (Research, Sketches, Development & Process)	10%
CREATIVITY (Fresh and Original, concept & direction, Sensitivity of design)	30%
SKILL (Understanding tool, proficiency, achieved desired outcome)	20%
PRESENTATION (Confident & convincing, Professional attitude, utilization of tools)	20%
<i>EXECUTION (Met requirement, Craftsmanship, tideness)</i>	20%
Total	100%

NOTE:

- *Submission by uploading the entire project to hosting server.*
- *And packaging design for the Interactive CD-ROM*
- *Artwork will not be accepted if not progression were shown since project briefing date till day before submission. Because this can't prove that it's the artwork that you created yourself.*
- *Late submission will not be entertained.*
- *Absent for presentation will only gain max up to 50-55 for this project. Respect own work and others who put efforts to finish it and present them on-time.*