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Interactive Multimedia 1

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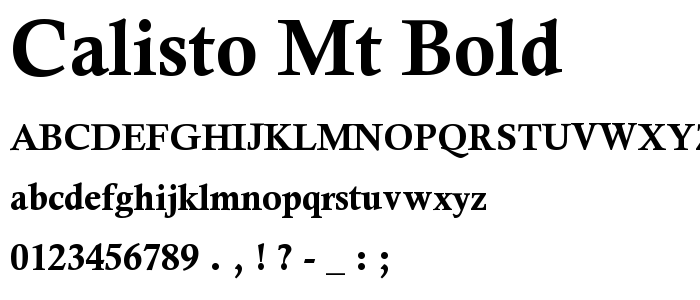
Interactive Multimedia 1 Project 2 PowerPoint Design Bible

When creating a multimedia presentation, a designer has to consider a broad range of choices and final thoughts when putting it all together so it can be exported for use. This part of the early stages of construction is the most difficult and yet, interesting part of the production. It was certainly one I had to think over with a consideration of the user and what would be best for my project. Here are the design considerations I did.



Since Project 2 is going to be a PowerPoint presentation, the delivery medium that I choose to display the project on will be for laptop or tablet computer screens. I choose this because I felt that more consumers are using more of this gadget than the old fashioned standard PC home systems. There are a variety of reasons of why tablets are more popular, they’re much easy to carry and excellent to work with on the go. They’re also able to be connected to any different pieces of technology, which makes it perfect for professors to connect their personal tablets to a projection system in the classroom. For the aspect ratio, the project will be set properly to a 16x9 widescreen, meaning that the entire properties of the project, from the navigation buttons, photographs or video elements, and the typefaces are in full view for the user to see and would not be squeezed compressed. As well as being a 16x9 display, it will not be a touch screen operating system like a kiosk or an iPad, instead, it will be a point and click operation. The user will click on the navigation button to move from one side to the next or go back to one slide to re-record any information they may want to remember. The only difference is that all the extra elements, from animations and sound effects, will activate automatically when the user is in a new slide, in other words, the user doesn’t have to click anything to activate these effects. Only on video clips or navigation icons the users will have to activate by clicking. For the pixel density of the project, it will be a high density pixel display. Its resolution measurements will be 1,920 pixels wide by 1,080 pixels tall.





For every project, a certain typeface can add some effect to make your presentation visually appealing. There will be three different typefaces that I would use for Project 2. The first I would use is the Broadway Microsoft font (Photo #1) for the title headings of each slide in the presentations. I believe that when people see the titles in Broadway typeface, it will highlight what the slide is about, but also, since movie posters or signs sometimes displays the typeface to reveal a coming attraction, this will add some authenticity to my power point’s presentation about movies. It may be a lot of fun for the film lover user that I talked about in the user persona document. It’s measurement for the title side is a size 60 and for the rest of the slide headings, it would be a size 40. For the sections of text that will contain essential information, I wanted the text to be visibly seen, yet not be over the top. I would use the typeface Calisto MT (photo #2 at the top of the paragraph). This typeface will be made bold in order for viewers to be able to see the words or numbers very clearly. The measurement for this typeface throughout the entire project will at a size 20. The font could also be paying a little homage to the days of silent cinema, when title cards were used to tell the viewer what the character was saying on screen or what was happening in a scene. The final typeface I decided to use was Playbill (Photo #3 at the top of the paragraph). The playbill font will be used on the navigation arrows that will guide the user to move from slide to another. The measurement for the type face will be a size 40, just enough for the words to fit into the arrow or button. I choose this font because since the text is serif (text with special ligatures), it has a certain design that makes it look a lot the same kind of typeface that you see in the classic westerns. That will add more the look and feel of the movies to the whole project.



For the Color Scheme or Color Swatches of the PowerPoint, I had to think about what kinds of color I use that would be appropriate for the subject that I was researching. The first color scheme that I decided to use was for the background theme of slate. The background color is a dark grey with all the three RGB numbers coming to 43 each and the hexadecimal numbers are 2B2B2B. I choose this background with this certain color scheme because the texture of it looks almost like an envelope on Oscar Night or it’s the same color as what a traditional movie slate looks like. For the first slide, the title text is given a color outline of golden yellow of RGB numbers 255. 202, 0 and a Hexadecimal number of FFCA00. I picked this because I think the title stands out from the dark grey background and it pays an homage to the most important night for the motion picture, the Oscars, since the awards are made of a golden yellowish paint. I decided to use this color throughout the PowerPoint for title headings and text that contains information for the user to know. The golden yellow could be a sort of a highlighting color that pops out from the slated theme background and much more attractive to look at then a boring white font. For the navigational elements, the color that I choose to fill in the arrows or buttons is a dark red color with an RGB value of 161, 32, 13, and a Hexadecimal Value of A1200D. The Playbill text will be a non-bold color of white with an RGB value 255, 255, 255 and a Hexadecimal value of FFFFFF. The dark red I picked was because it not just makes the arrow stand out, but it also reminded me of the old film ushers of the past that wore red uniforms and the big movie palaces having a dark red or maroon red interior. The white playbill text will stand out from the red to indicate the user to go back or move forward to the next page.

RGB: 255, 202, 0

HEX: FFCA00

Move Towards Next Slide

RGB: 161, 32, 13

HEX:

A1200D

RGB 43

HEX:2B2B 2B

Go Back to Talkies

Go Back to Slide 1

Go to Next Page

The navigation labels are a few words that are repeated throughout the course of the PowerPoint. The first one will be placed on every arrow on the left side of each slide, it could say “Go back to Talkies slide or Go Back.” The second will be placed in each arrow on the right side of each screen that will state to the user to “Go to Next Page or Go to Aspect Ratio.” The third label will be at the end of the project, saying The End. It will inform the user to point and click to go all the way back to the top of the presentation. The reason I decided on these labels is because I wanted to create a navigation system that was a set linear pattern for the user to move to each screen as if they were in a movie. The only difference is that they can go back a slide to check over something important. Although a chose a linear navigation system, it remains tentative. There will be a lot of testing during the production process to see if that system needs to be reworked.

**THE END**

Go Back

Go Back to Slide 1

Next Slide

The sizes of the buttons that will be put into the PowerPoint will be big enough that the audience can see, but not big enough that they will break into the text boxes above them. For the main slide layouts, I want to use a two content layout system, where you would have one slide that is dedicated to all the visual or illustrative messages and the other is set up for all the text detailing the subject of the slide. So all of that real estate will be taken up by these two boxes, leading me to figure out a decent size to place the buttons within the bottom areas of the page. The buttons will have to be adjusted in a way to be able to fit the screen format requirements that

I want for the project’s presentation.

Text Title

The History of Film

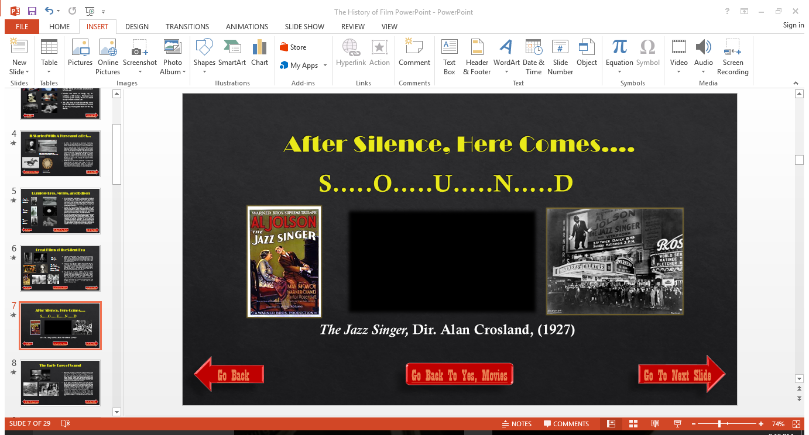
Add a Subtitle

Overall, every decision that you see throughout this document always had the user in mind. I chose the linear navigation system route because I felt that this was easier for the user to navigate thru with each slide connecting to one side after another. Therefore, creating the feeling of watching a movie from beginning to end. That philosophy went into the choice of the color schemes and styles of typefaces that I would go with for the project. From the title header being a Broadway style font to the navigation labels in Playbill, all these choices were appropriate to what my project is all about. It also added a good contrast to the slate background theme that I picked. The placing of each item, the layout and navigation symbols were placed in their locations (as you can see from the illustrations from the last page), because they are in a set pattern that that the user could recognize as he or she navigates from one slide to another. There’s a text box telling you what the slide will be about, a section for all visual images to be placed alongside the other section where the text will relate to what the video or picture is talking about. It is an example of both repetition and grouping, where there will not be a different design that throws the user off completely and every item is put in a space that makes a cohesive whole. From here, I will enter the design production process and lookout for any design flaws that will need to be fixed along the way and testing to see if all elements will function properly.

PROJECT 2 HISTORY OF FILM DESIGN BIBLE UPDATE

Over the last few weeks, I have been putting all my energy and mindset into creating my Project 2 PowerPoint. There are many things that have happened in this design process, but everything has moved very smoothly ever since I established the blueprint for how the presentation will be made.

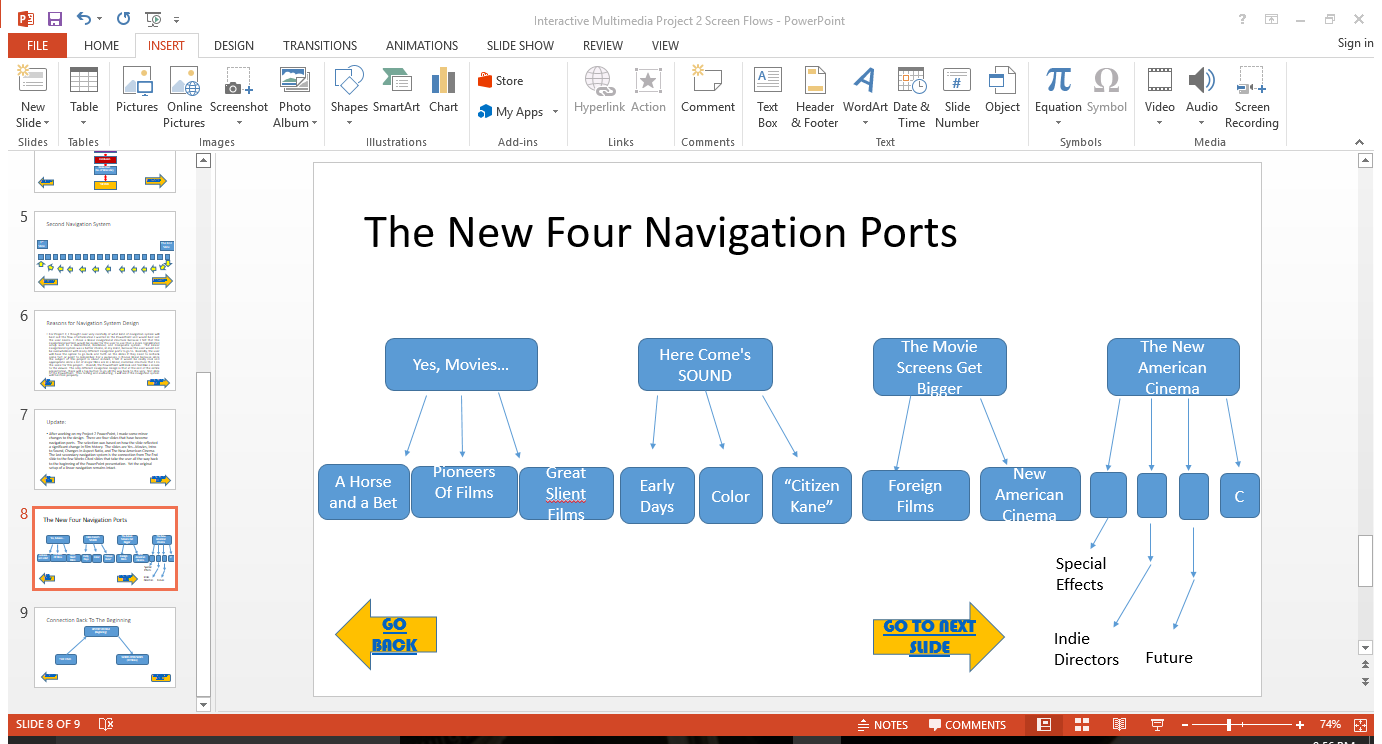
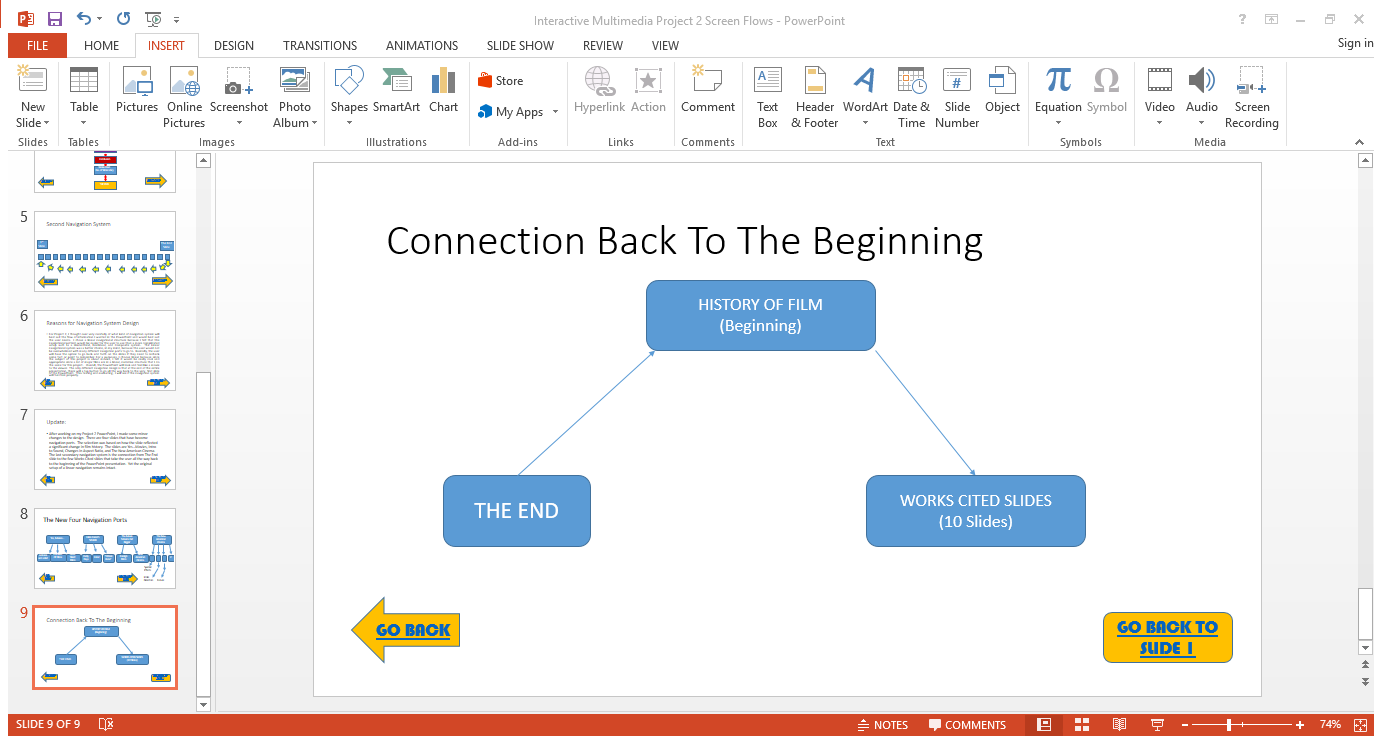
One important element that has made the implementations of this project possible is that I was much more organized with a planned out design of what the PowerPoint would look like and how it would function. This created less headaches and allowed me to put 100% focus into building the final product. This taught me that you can’t jump into the building process right away, you must approach the construction of a multimedia artifact step-by-step by organizing a plan of what you want to do and then use that design strategy to go forward and create.

As with all projects, there were some changes made along the way in the design, but only minor. The layouts throughout the main slides remained the same, (two content boxes for visual elements and informative text), yet for Slide 7 (After Silence, Here Comes Sound), I intentionally change the layout to title and content. This was done because it artistically hinted a transition from the Silent Film Era into the Sound Age. It was also perfect for the film that was the main attraction of the slide, *The Jazz Singer* (1927), the very first “talking” picture that remains an important event in motion picture history. Another change for aesthetic reasons was the colors of the title on Slide 9 (From Black and White to Color). The idea came when I was working on the slide one day and I changed the color of each letter that made up the word color, which would add more realism to the importance of the transition from black and white to color. I further added to this idea when I change the color of the word black to **the color Black.** I used a glow text affect with a white tint for the word to pop from the grey Slate background.

For the navigation arrows and buttons, they remained the same design. The color remains a dark red with the same white Playbill style font. The only difference is that the font size within the arrows have been dropped down to a size 28, in order for the text to fit within the buttons themselves. One thing that I added to the navigation controls was a preset shape effect on each of them, it was preset 5. What this effect did was to add a shine upon the surface of each button to make them stand out from the background to indicate that they are navigation controls, it makes them more of a three dimensional feature than a flat two dimensional feature. I did this mostly as a little experimentation of what effects I could use and this was done for the users to distinguish the navigation buttons clearly from the Slate background.

Go To Next Slide

Originally, I wanted to make the informational text the same Golden Yellow as the titles for each slide. But I realized that even if the text had been Golden Yellow, I would have been overusing it. So in order to contrast with the Golden Yellow titles, I decided to keep the text a plain White for people to read. When you see the information text, you’ll notice on some of the slides that some words would have an orange color. That is because they are hyperlinked to a particular website or article. This was done to add some additional information or clarity to a particular subject related to the focus of the slide overall. Some of the informational text decreased from the original size due to the amount of information that would be added into the text box of the two content layout. Hopefully, when put on a big screen the words would be seen clearly for the audience.

The navigation system of a linear storyline seem to work well. There was one suggestion, that I added some additional navigation ports to notify the user to go back to particular point in the presentation, if they wanted to. I took the advice and decided to add the secondary navigation ports for the slides that I considered to be a turning point in the evolution of film (Yes, Movies, Sound Intro, Movie Screens Getting Bigger, and The New American Cinema). I did not add on those slides any navigation control to skip to any other slide of their choice because I felt that it would break the linear connection that I wanted the user to experience when seeing how movies became what they are today. One big design change was the addition of extra navigation controls that took the user back to the beginning of the PowerPoint. This was done since I decided to keep the Ending slide were it is currently at in the PowerPoint and added the Works Cited slides afterwards so I wouldn’t break the pattern of coming to the end of the presentation. Since the Works Cited slides would be a lot due to the amount of material that went into making the PowerPoint, I added the Go Back To Beginning button on each Works Cited slide 10 times so that the user had the option available to go back to the very first slide of the presentation when they were finished checking over the Works Cited. The main importance of the navigation system was that I wanted to make it as if the whole project was a feature film that connected with each other in a logical fashion and that the user could be able to experience the project as a journey thru film that teaches and excites them.

One multimedia element that made this project come alive is the use of photographs and video. This was perhaps one of my favorite multimedia implementations of the entire project. For some of the silent film images that you will see, they will be gifs (Graphics Interchange Format). They will have motion like a video, except that they will repeat in continuous motion. The majority of the videos were examples used to highlight the subject of the slide they were displayed on such as Al Jolson singing *Toot, Toot, Tootsie* from the first sound movie *The Jazz Singer* (1927). Most of the video clips for the classic films that are mentioned were movie trailers of the films because there wouldn’t be enough time to show an entire scene in a film to highlight a certain point you are presenting. The only clips that are of scenes from movies was the speech scene in *Citizen Kane,* The Odessa Step Sequence from *Battleship Potemkin*, and the jump cuts in *Breathless*. But I would only show a good portion of the clips, so that I can get the audience to focus on the most important aspect of the video. Some of the videos like *The Making of Star Wars* and a behind the scenes look of *Dawn of the Planet* *of the Apes* I added to show as visual examples of how special effects in film works and how it has evolved over the years. Overall, every film or photograph was to back up and demonstrate whatever information a single slide conveyed to the audience.

The most difficult part about creating the PowerPoint was using copyrighted material such as the photographs and videos to illustrate the project. Some of the photographs that were used are from Wikimedia Commons, which has in its collection public domain photographs. But for stuff like a film poster of *Star Wars* and *The Godfather*, I needed to cite where I got the images from since they are copyrighted trademarks. I wanted to put in the copyrighted images because I felt that without a movie trailer or poster like *Star Wars* in showing how the film was important to the advancement of visual effects, it would not make sense if there was no visual reference to the film that explains whatever point I brought up in the presentation. The final slide of the entire PowerPoint is dedicated to citing that since most of the images are copyrighted material, they are only in the PowerPoint for educational purposes (Fair Use) and not to be shown for profit or claiming that the work is my own. So that was one worry of the entire project, but as for everything else, it all fell into place perfectly.

In conclusion, making The History of Film PowerPoint was a very fun endeavor I did this entire semester. One of the reasons was that I picked a subject that I know very well and have a lot of passion for. I love the movies and I love to learn how they got their start. When people will go thru the PowerPoint, they’ll see that Movies is an ongoing process of different influences that keep adding to the art form different layers that makes it even more worthwhile to watch. All of this was done by creative people like The Lumière Brothers and William Kennedy Dickson, who kept working hard and challenging themselves to add or invent something different for movies to be even more entertaining for people to watch. I feel that I learned a lot more about creating interactive multimedia presentations so much that I want to in my spare time keep developing those skills for the future.



Works Cited:

Laptop:

<https://commons.wikimedia.org/wiki/File:LaptopScreen.png>

Computer Arrow:

<https://commons.wikimedia.org/wiki/File:Arrow-dsc02903-nevit.jpg>

Broadway:

<http://www.fontsplace.com/broadway-engraved-regular-free-font-download.html>

Calisto MT Bold Font:

<http://www.pickafont.com/fonts/Calisto%20Mt%20Bold.html>

Playbill Font:

<http://free-stock-illustration.com/free+playbill+template>

Playbill Western Poster:

<http://free-stock-illustration.com/free+playbill+template>

The Lumere Brothers Statue:

<http://www.flickr.com/photos/62792869@N07/8083141718/>

Laptop with Desktop Background:

<http://dreamstime.com/stock-photo-office-desk-background-hand-using-laptop-construction-project-ideas-concept-computer-drawing-equipment-cup-image56011545>

Microsoft PowerPoint Slate:

<https://templates.office.com/en-us/Slate-TM00001220>