

# 1.3 Multimedia Skills

# Multimedia Team

- A multimedia production team may require as many as 18 discrete roles:
  - Executive producer, Producer/ Project Manager, Creative Director/ Multimedia Designer, Art Director/ Visual Designer, Artist, Interface Designer, Game Designer, Subject Matter Expert, Instructional Designer, Scriptwriter, Animator, Sound Producer, Music Composer, Video Producer, Multimedia Programmer, HTML coder, Lawyer, Marketing Director

# Project Manager

- A project manager's role is at the center of the action.
- He/she is responsible for the overall development and implementation of a project as well as for day-to-day operations.
- Has to take care of budgets, schedules, creative sessions, time sheets, team dynamics, etc with the project.

# Multimedia Designer

- Graphic designers deal with the visuals.
- Instructional designers make sure that the subject matter is clear and properly presented.
- Interface designers devise the navigation pathways and content maps.
- Information Designers structure the contents, determine user pathways and feedback, and select suitable presentation media.

# Interface Designer/ Writer

- Interface designer's work is transparent.
- The role of an interface designer is to create a software device that organizes the multimedia content that lets the user access or modify the content and that presents the content on the screen.
- Interface designer has to design a simple multimedia screen with much user friendliness by effectively using windows, backgrounds, icons and control panels.

# Video Specialist

- Video specialist must understand the potentials and limitations of the medium, how they affect the video production itself, and how to get the most out of it.
- He/she is responsible for shooting and editing quality video.
- He/she is fully responsible for preparing the complete video files for the most efficient delivery on CD, DVD or the web.
- He/she has to deal with the entire team of videographers, sound technicians, lighting designers, set designers, script supervisors, etc.

# Audio Specialist

- Audio specialists are those who make a multimedia program come alive, designing and producing music, voice-over narrations, and sound effects.
- They are responsible for locating and selecting suitable music and talent, scheduling recording sessions, and digitizing and editing recorded material into computer files.

# Multimedia Programmer

- A multimedia programmer/ software engineer integrated all the multimedia elements of a project into a seamless whole using an authoring system or programming language.
- The most important skill a multimedia programmer can bring to a team is the ability to quickly learn and understand systems.

# Website Producer

- The website producer puts together a coordinated set of pages for the www after a successful creation due to skills and teamwork.
- He/ she should have the knowledge and ability to perform in all of the different roles required to produce the site, whether graphics, editorial, html, audio, video, etc.