exploring

MULTIMEDIA *for* DESIGNERS

A Designer-Driven Introduction to the Essential Concepts and Technologies of Multimedia

Ray Villalobos

DESIGN EXPLORATION SERIES

contents

Preface vii

The Tools of Multimedia 1

The Tools of Multimedia is a discussion of the equipment, hardware and software that is encountered in a typical work environment. A multimedia artist is destined to work with a variety of equipment and this chapter is a good introduction that discusses tips for choosing equipment as well as the relevant terminology for that equipment.

Planning Your Projects 42

Planning Your Projects is an introduction to brainstorming, storyboarding, comping, and using Creative Briefs and other tools that help a designer organize and create projects.

Introduction to Flash 66

Introduction to Flash is an overview of the basics of using Flash to create multimedia. Setting up, drawing, organizing and importing from other programs is discussed in this chapter.

Working with Photography 98

Working with Photography covers the tools and the techniques associated with taking great photographs. More than just talk about apertures and f-stops, the chapter discusses techniques such as bracketing, raw photography, lighting techniques, the rule of thirds, and other concepts that will help an artist take and recognize better photography.

The Power of Sound 146

The Power of Sound explores how the ear hears sound and compares it to how recording and playing devices record, store and play back sound. The book discusses the differences between analog versus digital, sound formats, compression and techniques for capturing audio.

Principles of Animation 172

Principles of Animation talks about the time tested principles which make animation great. Anticipation, follow-through, secondary motion, easing, squash and stretch can give inanimate objects life.

The Elements of Storytelling 208

The Elements of Storytelling examines the three act structure of most stories as well as background, character arcs and other techniques for telling great stories into your projects.

Making the Most of Video 234

Making the Most of Video talks about ways of incorporating video into your projects by understanding shooting techniques like camera angles, shots, coverage, and point of view. The chapter also talks about compression algorithms as well as using Flash to deliver video content.

The Most Important Chapter 262

The Most Important Chapter is a review of what was learned through the book and how to succeed in the industry.

Glossary 269

Index 279