



## **GCOM266 INTRODUCTION TO MULTIMEDIA**

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### **FINAL PROJECT**

Below you will find the specifications for the three final project options. You can choose Animation, Video or Web as the basis of your project. However, I expect you to include a variety of multimedia elements in each. You'll find project scope, movement over time, audio/music, overall appeal, and final submission specifics for each project type. Use these as a grading guideline - each area is 20 points. If you don't include that area you will lose those points. One-on-one meetings will be set up to review your topic and specifics.

#### **ANIMATION-BASED PROJECT**

##### **Scope**

- An in-depth look at your topic that includes at least 60 seconds of content. The project should have a clear beginning, middle and end.
- Render your animation as a Quicktime .mov file with h.264 compression. Upload to youtube. Embed youtube code on your page.
- Project should be submitted on a web page you create that is themed to your content and provides information about the content. This page should exist outside your class portfolio site.
- The topic must tell a story or provide information about a topic
- Pacing /story development should have a recognizable beginning, middle, end - think story arc
- Composition orientation is horizontal with a width of at least 1000 px wide. Aspect ratio should be wider than longer
- Music or audio should be incorporated in to the project
- Please use our recording studio if incorporating narration or original vocals

##### **Movement over time**

- Have animated elements throughout the project. This can be with stop motion, or using the animation tools within After Effects.
- If using stop motion, you must use a tripod or a locked down camera for optimal results

##### **Audio/Music**

- Have music throughout the project "overlaying" it or providing emotional direction. It is essential to user experience
- Use music from Killer Tracks, your own recordings, or approved resources

##### **Overall Appeal**

- Project should be well designed with an intentional color palette, a combination of appropriate heading and body copy typography, and a pleasing layout.
- Is it compelling and attention-worthy? The topic is up to you, but it also your job to make it a story worth telling, and have the viewer understand why it is so.
- Is the story well paced?
- Is it well crafted with appropriate use of raster, vector and/or hand drawn elements?

##### **Final Submission**

- Provide your final .mov to a jump drive. Include your final site to the jump drive as well.
- Create a link to the project on your final project page of your portfolio website.
- Submit URL in drop box.

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#### **VIDEO-BASED PROJECT**

##### **Scope**

- An in-depth look at your topic that includes at least 1 minute of video.
- Video should be housed in an online webpage that is developed around the brand or topic. This page should exist outside your class portfolio site.
- Video should include typography either in titles, lower thirds, or woven into the narrative. You can include end credits but this must be in addition to the other three options.
- At least one area of text in your web page that provides information about the project/topic. Typographic style, with use of headings and body copy should be developed on the web page
- Music should be incorporated in to the video
- Your video should be horizontal in composition, with a width of at least 1000 px wide. Aspect ratio should be wider than longer.
- Render your video as a quicktime .mov or an mp4 (both using h.264 compression).
- Upload to youtube and embed with code on your page.

##### **Movement over time**

- If this is a music video or animated music video, please choreograph the music to work with the visuals. Every detail and cut is important.
- Include animated graphics or typography to enhance the video. For instance, create an opening that introduces the video. This is a great place for animation.

##### **Audio/Music**

- If you are recording a person, for an interview, for example, please do so in our sound room for optimal capture. Our cameras also have wireless microphones for use
- Have music throughout the project if it is a music video. If an interview or other topic, you must use music to complement it and enhance.
- Use music from Killer Tracks or your own resources.

##### **Overall Appeal**

- Video should be well designed with pleasing composition of shots, good lighting, and well-recorded audio.
- Web page should be well designed with an intentional color palette, a combination of appropriate heading and body copy typography, and a pleasing layout.
- Is it compelling and attention-worthy? The topic is up to you, but it also your job to make it a story worth telling, and have the viewer understand why it is so.
- Is the story well paced?
- Is it well crafted with appropriate use of typographic elements or other additional graphics?

##### **Final Submission**

- Provide your final .mov or mp4 to a jump drive. Include your final site to the jump drive as well.
- Create a link to the project on your final project page of your portfolio website.
- Submit URL in drop box.

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### **FINAL PROJECT**

#### **WEB-BASED PROJECT**

##### **Scope**

- Create a 5 page website that is developed around a brand, person, story, or topic. Each page should provide meaningful information and be well populated.
- Website should include a minimum of 5 photographs or art you have shot or created yourself.
- House this site in a new folder on your sws server. It is not to be housed within your portfolio site. On your final project.html page provide a short summary and link to it.
- Provide an in-depth look at your topic that includes text, audio/music, graphics and video. Graphics should be large and engaging. Use the web page as a canvas.
- Develop a consistent visual style that is used throughout the site
- Header and footer fill 100% of web page. Content area fills 1000px and centers in the page

##### **Movement over time**

- Include a short video or videos you make about your topic. Cumulative length is a minimum of 30 seconds. You can create your own footage, or recut a video with existing footage and added audio, text, narration etc.
- Consider including a video (with hidden controls) that includes an animation as the page loads
- When including video, you may use a youtube embed, but depending on your video, an html5 video tag may be more appropriate. See Alex for details.

##### **Audio/Music**

- Use music as a part of your video, or if fitting, as a part of the web page. Let's discuss if unsure.

##### **Overall Appeal**

- Web page should be well designed with an intentional color palette, a combination of appropriate heading and body copy typography, and a pleasing layout.
- Video or animation should be well designed with pleasing composition of shots, good lighting, and well recorded audio.
- Topic should be compelling and attention-worthy, The topic is up to you, but it also your job to make it a story worth telling, and have the viewer understand why it is so.
- Is it well crafted with appropriate use of typographic elements or other additional graphics?

##### **Final Submission**

- Please provide your class portfolio site, as well as your final project site, on a jump drive. Provide any supporting projects (such as audio or video creations) as mp4s or mov files.
- Include a link to the separate site, with a graphic and short explanation, on your final project page.
- Submit URL in drop box.