



# CHALLENGE



January 2007

A Herff Jones IMPACT Resource for Students

## Designing a Multimedia Show

With all the technology that is available today, it's relatively easy for any student group to produce a multimedia show. The term "multimedia" simply refers to a project created using more than one expressive medium, such as music, photos, and video. Multimedia presentations are useful for a variety of purposes, such as:

- Videotape each outgoing member giving "gifts" to next year's members—words of wisdom, things to remember, symbolic items they might need to succeed, etc.
- Recap highlights of all the events your organization has sponsored for an end-of-the-year banquet or recognition.
- Create a year-end flashback for an all-school assembly that features highlights of the whole year.
- Create a tribute to graduating seniors or eighth graders with video and photos of each student.

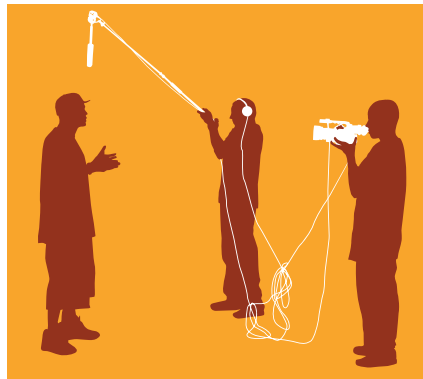
Follow these steps to create a multimedia presentation:

**Determine what your goal is for the presentation.** Are you trying to attract attention to an event so people will attend? Do you want to give a good idea of what is involved in being a

member of your organization? Are you trying to show highlights of the whole year for an end-of-year assembly? Keeping your goal in mind will be useful as you look for slides, music, and video clips to incorporate.

**Define the intended audience.**

The intended audience will guide your choices for music, graphics,



spacing, and other elements. For example, a show for parents or the school board will look and sound different than a show for students.

**Plan how the show will be delivered.** What software will you use to organize your show? This might be limited by what software you have access to and the hardware you will be able to use when you present the show. Different programs have different capabilities. Work with something you are familiar with unless you have time to devote

to learning a new program.

A few programs to consider for a multimedia presentation are:

- Microsoft's PowerPoint is often used for slide shows. You can use Producer, a free add-on, to create multimedia presentations that include PowerPoint slides, Microsoft Windows Media® video or audio files, and still images.
- Windows Movie Maker is basic on most MS Office installations usually under "accessories."
- Keynote is Apple's presentation software, designed to easily create slide shows with photos, text, graphics, and animation.
- Apple's iDVD is an easy to use program that allows the user to incorporate photos, videos, and music to create DVD-based presentations.

**Organize the order of items to be presented.**

There are many ways to organize: chronological, by topic, by key person, by type of event, etc. The goal you selected for your presentation will come into play as you organize the show. If you are recapping the year, a chronological presentation might be best. If you are creating a show to recognize the outgoing officers and members of the group, a show organized with a short

series of photos or video clips of each person might be the method to use.

Creating a flowchart of the presentation helps as you organize. A presentation flowchart is a visual representation of the sequence of the content—in other words, what comes first, second, third, and so forth. A completed flowchart gives you a plan from which you can work to complete the production, organizing photos, video clips, graphics, and text.

### **Select a style for the show.**

Select a visual style that remains consistent throughout the presentation. Two or three predominant colors, a consistent typeface, and complementary background colors will help create a unified impression. Be consistent in how you use fonts, such as to show captions, headings, subheadings, and so on. Avoid the temptation to use fancy fonts; instead choose one that is easy to read. Be careful that the text and background have enough contrast to make the text legible, such as a dark background with light text or vice versa.

**Gather the elements of the show.** Depending on what you have planned in your storyboard, gather the elements needed to put together your show. Photos, videos, audio, music, graphics, and text can come from a variety of sources. This is a good opportunity to involve others in the production. Ask other members of your organization

for photos or videos they may have from the year. If including video clips, edit them down to the essential moments to avoid boring the audience. Vary your photos to include both close-ups and shots taken from farther away that set the scene.

As you collect items, consider what elements need to be created. Do you need to videotape anyone such as the principal or the student body president to give a greeting or provide an overview? Do you need to record narration to go along with any photos? Do you want a recording of the school band or choir? Assign committee members to create any needed elements that do not already exist.

**Give yourself more than enough time to organize the presentation.** Once you have all the elements you need, start to assemble the presentation. Use your storyboard to put elements of the show in the order you want them and be mindful of how long the presentation will be. Be sure to give yourself plenty of time to assemble the show—assume that glitches will happen that will delay the process, and plan to finish at least a day before you need to.

**Save the show and make a back-up copy.** When you are finished, be sure to burn a CD or make a back-up copy of the presentation on a jump drive—you don't want some computer malfunction causing you to lose all your hard work!

## **Resources**

### **Multimedia Resources**

[www.uen.org/curriculum/multimedia\\_resources.shtml](http://www.uen.org/curriculum/multimedia_resources.shtml)

Resources to use in multimedia presentations created with Microsoft PowerPoint, Corel Presentations, and Apple Keynote.

### **Presentation Shareware**

[www.passthesoftware.com/c-presentation.htm](http://www.passthesoftware.com/c-presentation.htm)

Create multimedia shows, photo albums, and more with these shareware programs.

### **How-to Articles from Microsoft**

[www.microsoft.com/education/howto.mspx](http://www.microsoft.com/education/howto.mspx)

Learn how to create movie-style crawling credits in PowerPoint, create an open house movie in Movie Maker, and more.

### **Creating an iDVD Slideshow**

[www.apple.com/support/iddvd/](http://www.apple.com/support/iddvd/)

This site features a variety of articles and tutorials on how to create DVD-based slideshows with photos, or combine slideshows with movies, using Apple's iDVD program.

### **Get Started with Windows Movie Maker**

[www.microsoft.com/windowsxp/using/moviemaker/get-started/default.mspx](http://www.microsoft.com/windowsxp/using/moviemaker/get-started/default.mspx)

### **Creating Enhanced Multimedia Presentations in PowerPoint**

[www.microsoft.com/Education/PPT2003Tutorial.aspx](http://www.microsoft.com/Education/PPT2003Tutorial.aspx)