

April 25, 2012

Design Blueprint

The purpose of this project is to show off our knowledge of Adobe Captivate and to design a multimedia program. We were given the option of choosing either a marketing program or an instructional program to create using the Captivate software. We chose to create an marketing program for Mercer University's campus. The purpose of this program is to allow users to explore buildings and places around campus and provide them with useful information.

Definition

The "Welcome to Mercer University" program will give users a feel for the campus before they even arrive. It is an marketing program for Mercer University's campus and it presents users with information. The main menu will give the option of choosing between academic and fun buildings. Upon choosing academic buildings, the user will be able to select between the schools that are on campus, such as Engineering, Business, etc. Once a building is selected, the program will present pictures and information on the building. This information will include activities that take place and classes that are held inside the building. This program will allow the user to become more knowledgeable about campus and help them get an idea of which buildings they will spend their time in.

Audience

The intended audience for this program is people who have been recently accepted into Mercer University. The most common age for a person in our targeted audience would be 18. These prospective students are more than likely computer savvy and they should have no problem with navigating through the program and all of its features. This program should grab the users attention because it will be exciting for them to learn about their future campus.

Design Strategy

Captivate is going to be the main software used to create this project. Each slide will contain buttons that allows the user to narrow down to specific buildings or go back. The first slide will allow the user to choose between academic and leisure buildings. If the user selects academic, they will come to a screen that allows them to choose between the different schools on campus. Once a school is chosen, the buildings that are associated with it will appear. If a user chooses leisure buildings, then a list of buildings will appear. Once a building is selected, pictures will be brought up along with text describing activities that happen in the building. Along with the words, voice narration will be used throughout the program to help the user follow along.

Multimedia Elements

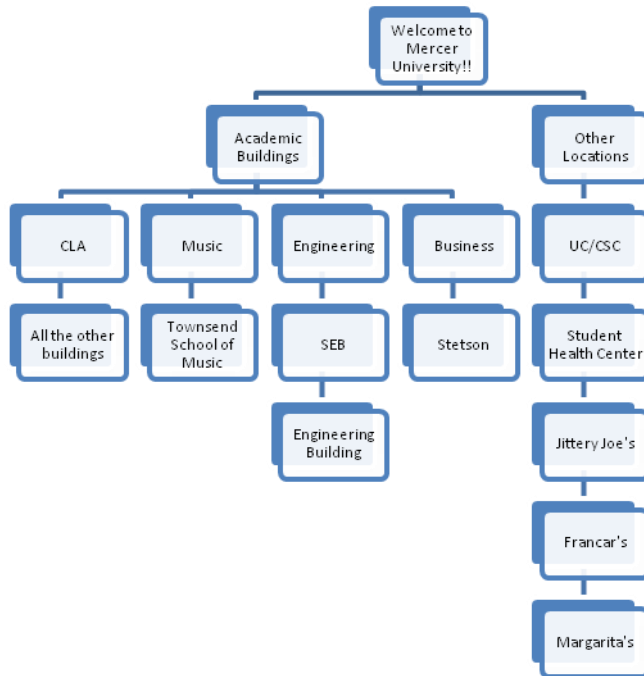
The multimedia elements being used will be audio, graphics, and text. The metaphor of Mercer University will be used constantly throughout the program. The background of the slides will be a combination of orange, black, and white. Also each

slide will have the Mercer logo in the corner. The audio will be recordings of narration that will match up with the slides to help the user follow along with the program. Graphics will include pictures of Mercer University's campus and inside buildings. The source of these graphics will include pictures from Mercer's online gallery and also pictures that we will go out and take ourselves.

Production Plan

	Apr 2-7	Apr 8-14	Apr 15-21	Apr 22-27	Apr 28-May 4
Research					
Take Pictures					
Development					
Test					
Revisions					

Flowchart



Outline

I. Welcome to Mercer University!

A. Academic Buildings

- i. CLA**
 - a. All buildings not included in other categories
- ii. Music**
 - a. Townsend School of Music
- iii. Engineering**
 - a. Science & Engineering Building
 - b. Engineering Building
- iv. Business & Education**
 - a. Stetson

B. Other Locations

- i. UC/CSC**
- ii. Student Health Center**
- iii. Jittery Joe's**
- iv. Francar's**
- v. Margarita's**

Summary

We have been assigned with creating a marketing or instructional, multimedia program using Adobe Captivate software. Our project is going to be a marketing program for Mercer University's campus. The program's main audience would be prospective students who would like to get an idea about the buildings on campus and are looking to increase their knowledge about Mercer University. The program will divide building into sections and present the user with choices in order to find the exact buildings they are looking for. Once a building is selected, the user will see pictures and text that describe activities that take place in the building.