

## Design Blueprint

### **Purpose:**

The purpose of this document is to explain our team's choice for a Captivate project that fulfills the requirements to complete the TCO 325.001 – Multimedia course. Our team has decided to create a multimedia marketing video in Adobe Captivate 5. This project will produce an interactive multimedia program that will market Mercer University's incoming football program. The Adobe Captivate-based project will provide Mercer students and fans of the school's athletics program with updates and inside information, allowing them to be more informed about the changes happening around them. The program will include a video interview with new football coach Bobby Lamb, student reactions and opinions, and photo updates on the construction progress of the football stadium. When completed, this project will be an interactive tool to inform and encourage support for the team from the student body and from Bears fans.

Throughout this document we will unfold our plan to achieve this goal. We will include or design strategy, multimedia elements, production plan that includes a gantt chart, and a flowchart with our project sequence.

### **Topic and Audience:**

In 1941 Mercer University's Bears were defeated football champions, however, that was their last year of playing, until now. In fall of 2013 the Macon campus will welcome the new team. Plans have been made currently and try outs have been conducted, a stadium is being built, and the student body is getting excited. The upcoming team will have to face many challenges being a brand new Division I team in the heart of the south, but if they have the support of the student body their challenges will be more enjoyable.

The most appropriate audience for our project is potential, current, and past students, the university's faculty and staff, and Mercer fans in general. We would like our product to excite both the young and old, creating a stronger desire to support our Mercer Bears even more.

Because our target audience age range is so large, our project will have to be all inclusive. We do not want to limit Mercer's fan base by designing this product to focus on one age group or gender. We plan to use gender neutral colors throughout our project that stay similar to the school's, a lighter less abrasive shade of orange, stone grey, black, and white. Our project will be simple to navigate through, bold graphics, and copious amounts of pictures.

### **Design Strategy:**

The form of this project will be a branching style and simple for the user to navigate. The main page will have buttons allowing the user to choose between 5 different options. From

there, each page will have buttons that allow the user to go to another slide within, go back to the previous idea, or begin again at the home page. Each page will have the same general color scheme and appear to belong together. Our metaphor of choice is 'Coach's Whiteboard'. The idea is to design slides that resemble a dry-erase board that is used to explain plays to the players. Each page will have "X"s, "O"s, and dotted lines similar to what a coach would draw on a board to describe a play.

First we will create a general template for each main idea and slide. We will decide, roughly, the number of images that should be included on each page and determine any sounds that we feel would add to the atmosphere. Next, we will gather the necessary images, sounds, and interviews that will be showcased on each page. For navigation, we plan to create whiteboard drawn arrows to go back to the previous slide or continue to the next. In addition to rough sketches and preliminary planning, we will create run-through pages using storyboards.

The user will begin at a title screen that will establish the metaphor and display the main idea buttons. The user can choose to learn more about the team, the coaches, MU football history, MU football future, and see what students are saying. Each page will lead to another with photos, drop down bios, videos, and/or sound effects.

**Multimedia Elements:**

The completed project will incorporate several elements of multimedia design. Graphics will be used widely throughout the project, both for entertainment and for information. Pictures of the stadium will be used to record the progress of its construction, and photos will be used to identify the coaches and players. Other graphics, such as photos, sketches, and drawings will be used to help convey the overall athletic theme, including the metaphor of a football play diagram. Video will be used to introduce viewers to the future coach, as well as to entertain and to inform. Text will be used throughout, to identify pages, provide descriptions, and provide direction for the flow of the program. Sound clips will also be featured to provide an amusing and lighthearted background to the program.

**Production Plan:**

**GNATT CHART**

|             | April 1 –<br>April 7 | April 8 – April<br>14 | April 15 – April<br>21 | April 22- April<br>28 | April 29 –<br>5 |
|-------------|----------------------|-----------------------|------------------------|-----------------------|-----------------|
| Research MU |                      |                       |                        |                       |                 |

|                   |  |  |  |  |  |
|-------------------|--|--|--|--|--|
| Football          |  |  |  |  |  |
| Develop Product   |  |  |  |  |  |
| Usability Testing |  |  |  |  |  |
| Edits & Changes   |  |  |  |  |  |
| Finished Product  |  |  |  |  |  |

## Outline of Project Sequence:

### I. Title Screen          Mercer University Football

- Orange and white color scheme, with accents in black and gray
- Fight song plays
- Metaphor: football play diagram
- Five buttons:
  - i. Meet the Team
  - ii. Meet the Coaches
  - iii. MU Football History
  - iv. MU Football Future
  - v. Your Voice

### II. Meet the Team

- Team photo
- Drop-down biography when user clicks on each player (+sound effects)
- Soft background music, pep band song
- Buttons:
  - i. Home

### III. Meet the Coaches

- Photos of each coach
- Drop-down biography when user clicks on each coach's photo (+sound effects)
- Soft background music, pep band song
- Buttons:
  - i. Home

### IV. MU Football History

- Brief bio of Mercer’s former football program
- Photos of past football players and games
- Embedded YouTube video of a past Mercer Football game
- Buttons:

i. Home

#### V. MU Football Future

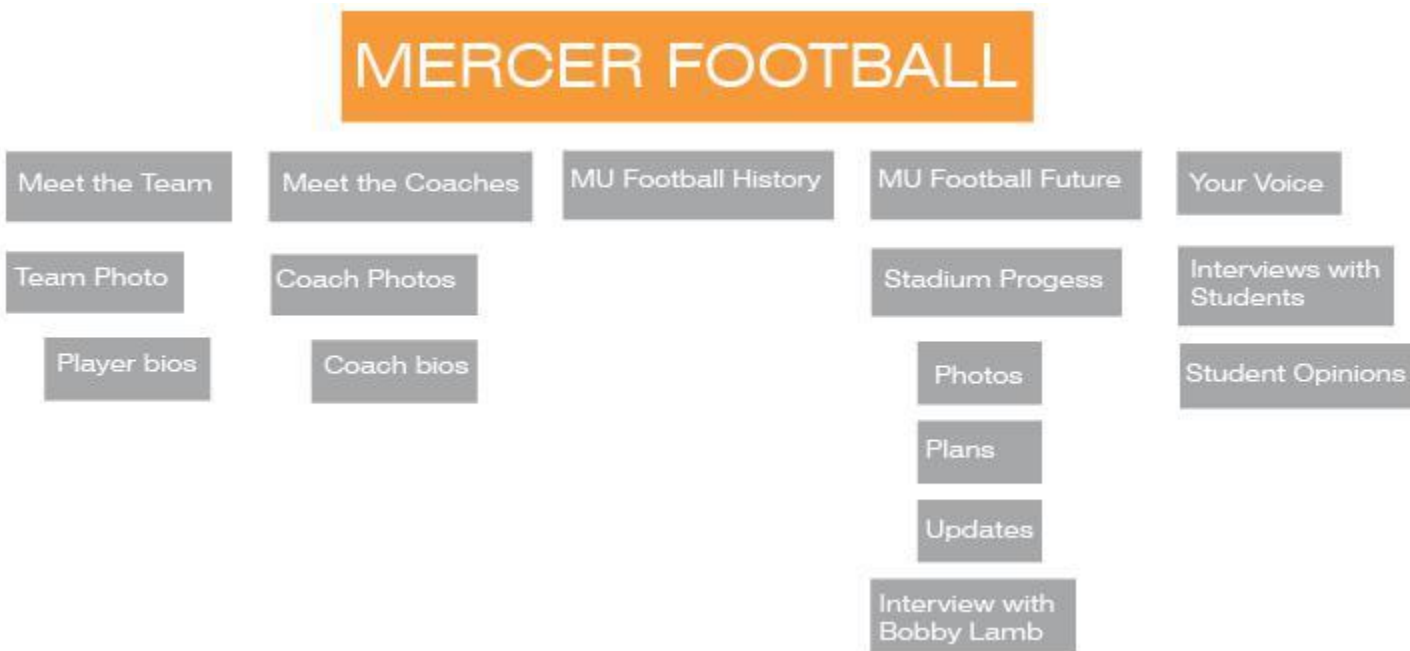
- Photo of stadium (when clicked will drop down to reveal a photo progression of stadium construction)
- Embedded video interview with coach Bobby Lamb
- Buttons:

i. Home

#### VI. Your Voice

- Student opinions and quotes, shown in a Facebook newsfeed-style format
- Embedded video of compilation of student interviews
- Buttons:

i. Home



#### Summary:

Our multimedia project will market and inform Mercer University fans of all ages of the incoming football team. The product will attract an audience through its interaction, theme, and content. Navigation will remain simple through out the product by the distinct use of buttons. Images, music, videos, and graphics will provide an all encompassing atmosphere that will keep the user engaged and entertained. The use of our product will develop an awareness of the status of the incoming team and create a stronger fan base for the Mercer Bears.