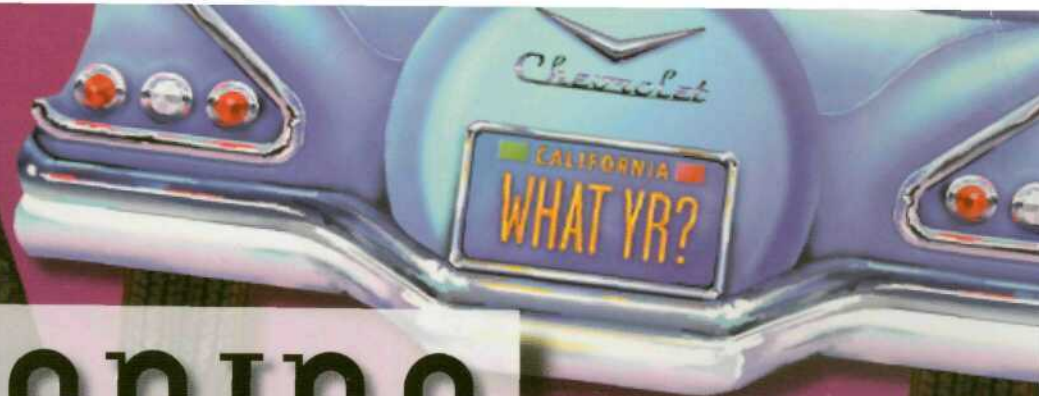


A Look Inside

Yellow Perch (Perca...)



1" 2" 3" 4" 5" 6" 7"



DESIGNING MULTIMEDIA

A VISUAL GUIDE TO MULTIMEDIA AND ONLINE GRAPHIC DESIGN

BY LISA LOPUCK

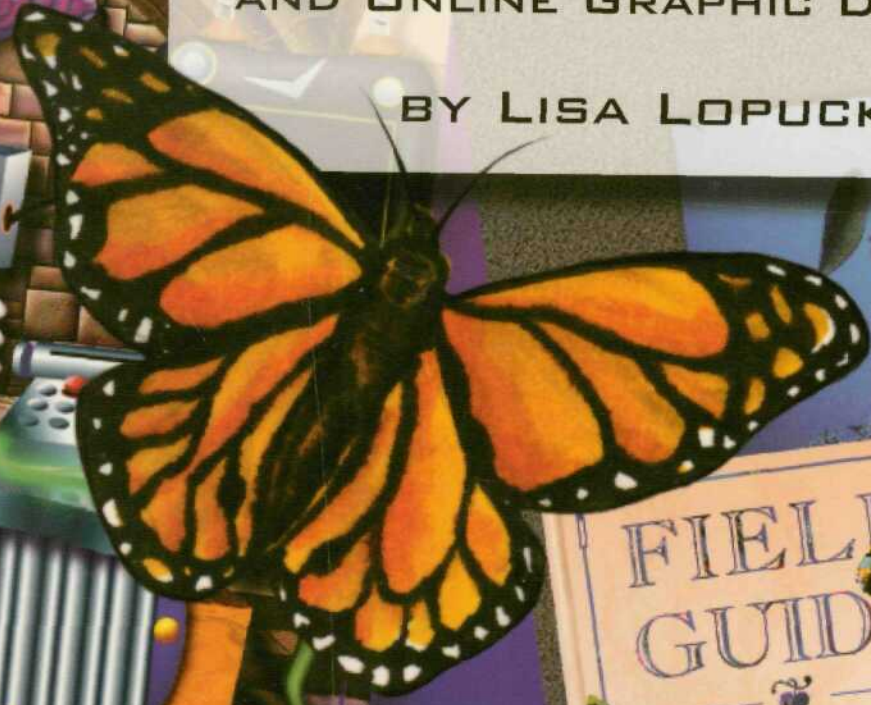


Cartoon

Einstein

Chicken

Dinosaur



FIELD GUIDE



C^oNTENTS

- x Foreword by Kristee Rosendahl
- xi Is This Book for You?

- 1 Chapter 1 Multimedia in a Nutshell**
- 2 Introduction
- 4 The People
- 6 Timeline
- 8 Brainstorming
- 9 Storyboarding
- 9 Places
- 10 Sample Storyboard: *Expedition Earth*
- 12 Flowcharts
- 14 The Paper Design
- 16 The Prototype
- 17 User Testing
- 18 Final Production
- 19 Debugging

- 21 Chapter 2 The Architecture of Multimedia**
- 22 Hierarchy
- 24 Linear
- 26 Multitrack
- 27 Multitrack Diagram
- 28 Interactive Stories
- 30 Virtual Space
- 32 Modular
- 34 Constructive
- 36 Simulation

- 39 Chapter 3 A Look at Authoring Tools**
- 40 From the Ground Up
- 41 Continuum
- 42 Time-Based
- 44 Cards and Stacks
- 45 Cross-Platform
- 46 Object-Oriented

C O N T E N T S

49 Chapter 4 User Interface Design

50 Designing an Interface

52 Form and Function

53 Bars, Panels, and Drawers

54 Ergonomics

55 Hot Spots

56 Metaphors and Affordances

57 Music and Sound

58 Agents, Guides, and Characters

61 Chapter 5 Graphic Production Tips and Strategies

62 Tools of the Trade

64 Hardware

66 The Multimedia Canvas

68 Image Capture

70 Graphic Layers

72 Key Color Transparency

74 Anti-Aliased and Aliased Graphics

76 Exercise 1: Converting Anti-Aliased to Aliased

78 Flip Books

80 Exercise 2: Creating Flip Books

82 Typography

84 Exercise 3: Integrating Illustrator and Photoshop

86 File Management

88 Online Design

90 Designing a Web Site

92 Top 10 Production Dos and Don'ts

95 Chapter 6 Understanding Color and Palettes

96 Painting with Light

98 Color Depth

100 Exercise 4: Experimenting with Color Depth

102 Color Palettes

104 Custom Palettes

106 Exercise 5: Creating Custom Palettes

108 Super Palettes

110 Exercise 6: Creating a Super Palette

112 Palette Strategies

113 Cross-Platform Palettes

114 Exercise 7: Palette Flashing

116 Exercise 8: Cross-Platform Custom Palettes

C^oNTENTS

119 Chapter 7 Media Design Showcase

120 I/O 360 Design

122 American Center for Design

124 Dan Design

126 Bastide and Bastide

128 *We Make Memories*

130 2Market

133 Appendix

134 Getting a First Assignment

135 Salaries and Fees

136 Self-Promotion

137 Book Resources

138 CD-ROM Resources

139 Online Resources

140 Index

147 Colophon

148 About the Author