

Chapter 4 After You Read Answers

Section 4.1 After You Read Answers

Review Key Concepts

1. The elements included in a project plan are the purpose and goals, target audience, mission statement, technical needs, and design needs of the project.
2. It is important to identify the target audience of a multimedia project so you can tailor the product to satisfy that group's wants and needs.

Practice Academic Skills

3. Essays will vary but should describe why it is important to develop a project plan before creating a multimedia production, such as having a project plan will help you determine the time and resources needed to complete the project.
4. Essays will vary but should describe what might happen if you fail to identify the target audience of a multimedia project, such as the product may not appeal to those who could benefit most from the information presented.

Students can use the Online Student Manual and their multimedia software to apply the skills learned in this section.

Section 4.2 After You Read Answers

Review Key Concepts

1. The steps in the design and development stage of a multimedia project include identifying the navigation scheme; creating a storyboard; designing the interface; creating a mock-up; and locating, creating, and integrating the various multimedia components.
2. In a linear navigation scheme, every page is accessed from the previous one; it is advantageous for stepping through a process or sequence. In a hierarchical scheme, pages are arranged in levels, from top to bottom; it gives users a quick overview and lets them move to the content that interests them. In a non-linear scheme, users can access pages randomly; it creates an interactive experience. In a composite scheme, users can access pages partly randomly and partly in a constrained way; it makes multimedia flexible.

Practice Academic Skills

3. Paragraphs will vary but should describe how the navigation scheme of a multimedia project affects its development and contributes to its effectiveness. The navigation scheme determines how the pages of the project will be built in relation to each other. If navigation is successful, users will be able to find the information they need easily.
4. Essays will vary but should compare and contrast the roles and functions of navigation maps, storyboards, and mock-ups in multimedia design and development. All of these components contribute to the user experience of a multimedia production. Navigation maps show the relationship between pages, storyboards show the content of pages, and mock-ups show the layout and functionality of pages.

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Section 4.3 After You Read Answers

Review Key Concepts

1. Three methods commonly used to implement a multimedia project are uploading the production to a Web server for Internet use; installing the production on a network server, where it becomes available to authorized users; and recording the production on a removable disk (such as a CD or DVD) and then creating and distributing copies of the disk.
2. During the evaluation stage of the multimedia development process, the project and its components are judged for their effectiveness with the client and the audience.

Practice Academic Skills

3. Paragraphs will vary but should explain the three final stages of a multimedia project, including the importance of each stage in the project life cycle: Testing involves checking the project for errors; this stage is important for ensuring the effectiveness, reliability, and usability of the project. Implementation rolls out the completed project; this stage is important because it brings the project to the audience. Evaluation and maintenance include assessing the project's effectiveness and making updates; this stage is important because it fine-tunes the project and keeps it current.
4. Plans will vary but should convey steps for testing a personal Web site, such as making sure the content is accurate and error-free, checking links, ensuring easy navigation, etc.

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