

**In-Class Sketch Problem:**

## Developing a Metaphor for an Interactive Multimedia Project

You've just been handed the description of a multimedia project. You have 30 minutes before your client arrives for the initial meeting, and they are expecting to see 3 different treatments for the project. Select one of the project descriptions from the list below and, with your teammates:

- 1) Develop three different metaphors for presenting the material
- 2) Sketch the ideas in words on paper
- 3) Select your favorite of the 3 metaphors and use it to sketch designs for 3 screens that would appear in the project - for example: the splash screen, the main menu, and one content page.

*The focus here is on clarity and appropriateness of your design ideas, not your artistic abilities.*

Project Descriptions (select one):

- A visitor's kiosk for the main entry hall of the National Museum of Astronomy.
- A website for "Snapshot", a group show featuring 20 up-and-coming photographers.
- A CD-ROM annual report for the Harley-Davidson Motorcycle Company.
- A website for promoting and selling Marvel comics.
- The inaugural issue of an e-Zine about science for young children, entitled "Bugs in Your Backyard."
- An edutainment CD-ROM called "What's Up, Beethoven!" for teenagers, on Beethoven's life and music.
- A CD-ROM about snowboarding – how to, where to go, equipment, etc.. Should be edgy and feature music and action shots and videos.
- The American Film Institute's 1998 Movie CD-ROM Annual. Features information about the script writers, directors, cinematographers, actors, production team, production cost, box office sales, and critical reviews. Also discusses key technical innovations and thematic trends.
- A website for home buyers in the New York area. Users can select homes by area, price, style and size (square footage). Offers walkthroughs and photos of the homes.
- A training website for Home Depot employees on tools. Includes technical and sales information.
- A CD-ROM promoting the 2000 Olympics in Sydney, Australia.