Flash Domain 1: Setting Project Requirements

Adobe Creative Suite 5

ACA Certification Preparation:

Featuring Dreamweaver, Flash, and Photoshop

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Objectives

- Identify the purpose, audience, and audience needs for rich media content.

- Identify rich media content that is relevant to the purpose of the media in which It will be used (websites, mobile devices, and so on).

- Understand options for producing accessible rich media content.

Objectives (cont.)

- Demonstrate knowledge of standard copy right rules (related terms, obtaining permission, and citing copyrighted material).

- Understanding project management tasks and responsibilities.

- Communicate with others (such as peers and clients) about design and content plans)

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Vocabulary

- Accessibility
- Copyright
- Copyrighted
- Deliverables
- Derivative Works
- Design Comp
- Fair Use Doctrine

- Intellectual Property
- Kiosk
- Publication
- Scope Creep
- Target audience

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# Domain 1.0 Setting Project Requirements

- The first domain of the Rich Media Communication certification focuses on setting project requirements.

- This domain is similar to the first domain in the Web Communication and the Visual Communication certification objectives.

Objective 1.1 Identify the Purpose, Audience, and Audience Needs for a Website

- It is important to determine the **target audience**; that is, who will be using the rich media content you create in Flash.

- Characteristics of the audience to consider include age, occupation, gender, education, residence, ethnicity, and computer literacy competencies.

- Consider the purpose of the web site when determining the content and design.

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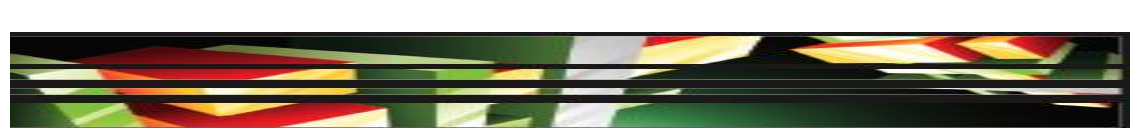
Objective 1.2 Identify Rich Media Content that Is Relevant to the Purpose of the Media in Which It Will Be Used

- Once you determine the context and audience, it is important to consider where the information will be viewed.

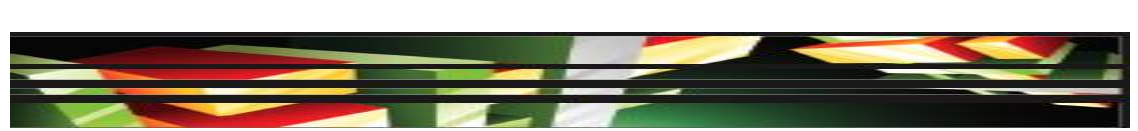- A *kiosk* is a computer terminal that provides self-service access to electronic media.

Objective 1.3 Understand Options for Producing Accessible Rich Media Content

- Adobe Flash Player is available as a cross-platform plug-in for web browsers to provide rich media content.

- *Accessibility* refers to delivering rich media content so that it can also be viewed by individuals with disabilities without missing any content.

- As with any rich media content, it should be tested before being deployed to the end user, including for accessibility.

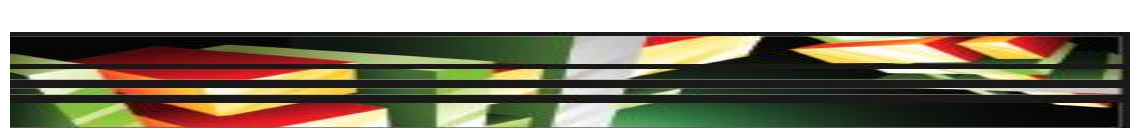# Objective 1.4 Demonstrate Knowledge of Standard Copyright Rules

- ***Intellectual property*** refers to creations of the mind and may include copyrights, trademarks, patents, industrial design rights, and trade secrets.

- ***Copyright*** is a category of intellectual property providing protection to the authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works.

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Objective 1.4 Demonstrate Knowledge of Standard Copyright Rules (cont.)

- A ***derivative work*** is a work that is based on or derived from one or more existing works (and previously published).

- The 1976 Copyright Act defines ***publication*** as the distribution of copies of a work to the public by sale or other transfer of ownership, or by rental, lease, or lending.

Objective 1.4 Demonstrate Knowledge of Standard Copyright Rules (cont.)

- The *fair use doctrine* allows *copyrighted* work to be reproduced for a variety of reasons including news reporting, teaching, parody, and research.

## Objective 1.5 Understand Project Management Tasks and Responsibilities

- It is important to create a plan for working on a project whether you are working alone, as part of a team, or for a client.

  - Stage 1—Planning and Analysis: The items identified in this stage are called *deliverables*.

  - Stage 2—Scheduling: You need to create a schedule with due dates based on the deliverables identified in the previous step.

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Objective 1.5 Understand Project Management Tasks and Responsibilities (cont.)

- – Stage 3—Building: You need to develop a sketch, or **design comp**, of the layout either on paper or in a graphics-editing application to show to the client.

- – Stage 4—Testing: The project needs to be tested to ensure that it works properly, and it needs to be verified for accuracy before showing the client the final product.

- – Stage 5—Implementing or Publishing: Once the final product meets the client's satisfaction, it is time to publish the final project to the medium for which it was designed.

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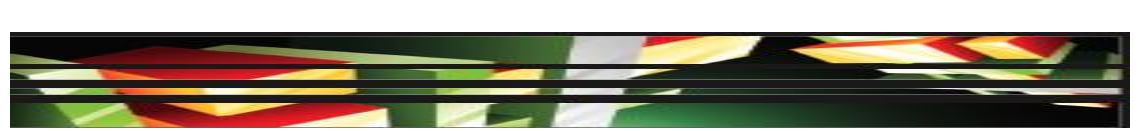
Objective 1.6 Communicate with Others about Design and Content Plans

- Your project should have a project manager to oversee the communication process and to help keep individuals on task and on time.

- ***Scope creep*** refers to changes in the requirements of the project as the project is being constructed.

Summary

- 1.1 Identify the purpose, audience, and audience needs for rich media content.

- 1.2 Identify rich media content that is relevant to the purpose of the media in which It will be used (websites, mobile devices, and so on).

- 1.3 Understand options for producing accessible rich media content.

Summary

- 1.4 Demonstrate knowledge of standard copy right rules (related terms, obtaining permission, and citing copyrighted material).

- 1.5 Understanding project management tasks and responsibilities.

- 1.6 Communicate with others (such as peers and clients) about design and content plans.