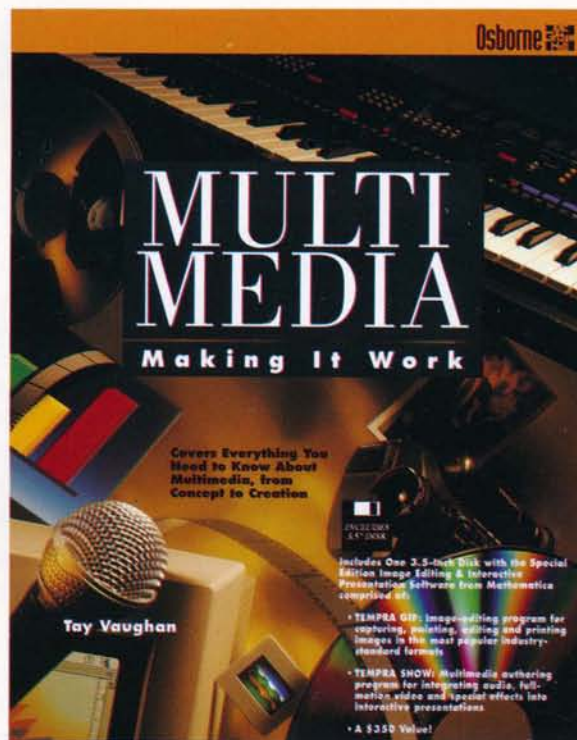# MAKING MULTIMEDIA

A TWO–DAY LEARNING EXPERIENCE
OCTOBER 21–22
THURSDAY – FRIDAY

Explore the new, exciting world of multimedia

BY TAY VAUGHAN

Author Of The Best
– Selling "Multimedia,
Making It Work."

Do you have a

- presentation to make?
- product to market?
- course to design?
- kiosk to build?
- group to train?
- title to publish?

Then come to join us in an exciting,
2-Day seminar on

Multimedia.

Experience what it is like to be at the forefront of technology. Get involved in the interactive world of MULTIMEDIA!

AND
HELAYNE WALDMAN

Who should attend:

✓ Software engineers
✓ Hardware engineers
✓ CBT developers
✓ EDP managers
✓ Desktop publishers
✓ Video producers
✓ Marketing executives
✓ Educators
✓ Trainers
✓ Professionals interested in using Multimedia Technology in their work.

For more information, call 852-558-2277

PROGRAM INFORMATION

"Making Multimedia"
A Two Day Learning Experience

Venue   The Excelsior
2/F, Marina Room I,
Causeway Bay
Hong Kong
Tel: 894 8888   Fax: 895 6459

Date   October 21-22, 1993 (Thursday-Friday)

Time   9:00 am-5:00 pm

Presenters   Tay Vaughan
Helayne Waldman

Registration Fees: US$995.00 (Including refreshments, lunch, a cocktail at the end of the seminar)

About the Presenter

Tay Vaughan is an industry-recognized pioneer in multimedia. He has developed and managed projects for clients including Apple, Kodak, Lotus, Macromedia, Microsoft, NEC, Novell, Sun, Tandy, and many others, and he lectures regularly about multimedia technology at computer conferences in America and abroad. He is the author of seminal multimedia books, including "Multimedia: Making It Work" (1993, Osborne/McGraw-Hill) and "Using Hypercard" (1988, Que); he is a contributing editor and columnist at Newmedia Magazine, the leading multimedia industry periodical.

Vaughan is a member of the Institute of Electrical and Electronic Engineers, The Society of Naval Architects and Marine Engineers, The Computer Press Association, The San Francisco Multimedia Development Group, and other professional organizations.

Helayne Waldman has worked in the area of media management, development, and production for the past 16 years. She has been a Technology Consultant to Apple Computer, Scholastic, Inc., Computer Curriculum Corporation and numerous other organizations, as well as Interactive Media Specialist for the National Educational Film and Video Festival in Oakland, California, where she organized a national multimedia competition, developed and led multimedia seminars for filmmakers and educators. Ms. Waldman has also worked as a Project Director for the Bay Area Video Coalition in San Francisco, assembling and coordinating teams of video, graphics, and programming specialists to develop multimedia titles for non-profit organizations.

Waldman has lectured and taught media-related courses at San Francisco State University, Mills College, St. Mary's College, California State University at Hayward, Indian Valley Colleges, and the College of Marin.
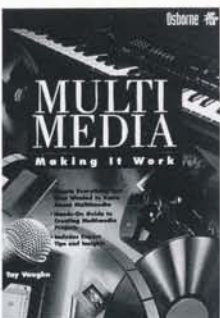
What do you get if you take graphics software, animation, video, presentation applications, photographs, soundboards, CDs, fancy monitors and mix them all together? You guessed it. Multimedia. To learn more about what Multimedia is and how to create a Multimedia presentation, let industry expert Tay Vaughan give you the scoop. He not only covers all the basicf terminology and concepts, but also provides the technical details on how to build your own multimedia projects complete with examples, illustrations, and case histories. Plus, you'll get a disk with a special edition of TEMPRA.GIF, an image-editing program at TEMPRA SHOW, a multimedia authoring program from Mathematica. So don't be confused by buzzwords. Read up on Multimedia and learn how it can work for you. Covers a variety of computer models & software for IBM PC and Macintosh.

DAY 1:

Thursday, October 21

Introduction to multimedia

Why multimedia is important
Why interactivity is important
The multimedia skill set
The multimedia development team

The elements of multimedia

Text
About fonts and faces
Hypertext
Tips for using text

Audio
Midi versus digital audio
Audio recording
Audio editing - doing it digitally
Preparing digital audio files
Adding sound to your multimedia project
Tips for recording and using sound

Images
Using still images
Working with analog video: laserdiscs
Working with digital video (desktop video)
Using video capture boards
Tips on using still and motion video

Combining multimedia elements into a presentation

Demonstration of a multimedia program using all of the above elements

LUNCH BREAK

Multimedia hardware

The Multimedia PC platform
The Macintosh platform
Memory and storage
CD-ROM in multimedia

Multimedia software

Elemental tools
Image editing tools
Sound editing programs - DEMONSTRATION
Tools for creating animation and digital movies
Helpful accessories

Multimedia authoring tools
Features to look for
In-depth demo of (HSC) Interactive software
Cross-platform tools

DAY 2:
Friday, October 22

Organizing a multimedia project
- Idea processing
- Planning
- Production
- Copyright issues

Producing a multimedia project

Preparation
- Analyzing your communication need
- Budgeting
- Scheduling
- Hazards and annoyances

Design
- Designing the program flow
- Developing the user interface
- Preparing storyboards
- A design case history

LUNCH BREAK

Creating a simple multimedia database
Instructors will work with participants to demonstrate the design and construction of a functional multimedia database. Participants will observe all phases of program development and serve as data resources for the program.

Summary
- Getting the most for your money
- Staying at technology's leading edge
- Where to find the products you need
- Where to find help when you need it

QUESTION & ANSWER SESSION

∝ COCKTAIL ∞

Please register me for the 2-Day seminar on "Making Multimedia" sponsored by Multimedia Education & Publishing (MEP), O/B Video Education Ltd. I understand that the US$995 fee will include a copy of seminar presenter and multimedia authority Tay Vaughan's book *"Multimedia, Making It Work,"* seminar study guide, lunch, refreshment, & cocktail.

NAME _____ TITLE:_____

COMPANY _____

ADDRESS _____

_____

Phone: _____ Fax: _____

(Please mail to: MEP, 18/F Silver Tech Tower, 26 Cheung Lee St., Chai Wan, Hong Kong *or fax* to 852-558-2100)

Enrollment is limited. Only prepaid registrations guarantee your enrollment.

Please make cheque payable to "Multimedia Education And Publishing" in HK$(Rate 7.8)