

## Multimedia-Introduction

Thank you for partnering with Hobsons to develop your school's multimedia presentation! This interactive presentation can be used as a stand alone search piece or to complement your existing recruiting materials. The application used is Adobe Flash, which is a portable technology. This allows Hobsons to create your multimedia presentation for use on a CD, on a Web card, or online. To assist you in creating your project, we've put together some guidelines to help you produce a targeted, informative message for students (see product specs).

Your Hobsons team will consist of a project manager, production team member, a multimedia developer, and a designer. Your project manager will oversee the entire project to ensure we meet your expectations in terms of content, quality and project timeline. Your production team member will be your primary contact, processing all the materials involved in developing your multimedia presentation. A multimedia developer will be responsible for building the presentation and processing your audio/video materials, and a designer will custom design your screens and CD packaging according to your specifications.

### 1 STEP ONE

Your production team member will schedule an initial conference call with you and your team to discuss the following:

- Target audience
- Existing recruiting efforts
- Existing materials/resources
- Desired content for the presentation
- Customized design
- Production timeline

### 2 STEP TWO

Hobsons will begin planning your multimedia presentation.

- Your multimedia developer will create a project map that outlines the sections/structure of the presentation based on information discussed in the initial call.
- Your designer will mock up several screens to determine the design of the presentation.
- Your production team member will create a production schedule.

- A Web portal page will be created to post all proofs, the project map, the production schedule, meeting notes, and other documents.

### 3 STEP THREE

Now you're ready to begin working on your multimedia presentation.

- Once the project map has been approved, this document will be used as a roadmap for developing your multimedia presentation.
- The presentation design will be finalized and posted for your approval.
- You can begin gathering your materials!

