Multi-Media Presentation

Unit 17 A – Multi-Media Presentation

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Introduction

What is the difference between a Linear and an Interactive Product?

This presentation has been created to show two different examples of Multi-Media products.

I will present two different types of Multi-Media Products:

▶ One is a "linear" product

▶ The second is an "interactive" product

A linear product - such as an automated PowerPoint presentation or a video, contains minimal interactive elements, and the audience has no control over the information which is presented, nor the order in which it's displayed. These products are designed to present information in a particular order, for a specific purpose or topic.

An interactive product – such as a website or a game, contains a high level of interactive elements for the audience to be able to use and control by themselves, without following a specific order.

Overview of Linear Product

Linear Product: SCP Containment Breach In A Nutshell

Link to Product: **https://www.youtube.com/watch?v=_-gwjdWwFzE**

SCP Containment Breach is a free supernatural survival horror game, it is based around the fictional SCP foundation - which is a fictional organization that is the subject of a web-based collaborative writing project.

The game (SCP) and its fictional foundation counterpart are targeted at young adults who are specifically interested in survival-horror games and secret government societies with hidden facilities.

The product I will show you is an animated cartoon. It has been created for young people and adults (ages ranging from 15 to 25 year olds), who like watching cartoons or parody-style videos, but it is mainly aimed at people who have played the SCP game.

Uses of the Linear Product

Purpose

▶ The purpose of this product is two-fold. The first purpose, is to entertain. It is a cartoon animated parody, exaggerating the gameplay of SCP Containment Breach.

▶ This cartoon animation captures the essence of the game's effect on the player and parodies how difficult it is to survive in the game, all in this short, 40 second animation.

▶ The other purpose of this video, is to gain the creator a wider following of "subscribers" to the creator's YouTube entertainment channel, to generate more profit and publicity for their video products.

Uses of the Linear Product

Target Audience

The target audience for this cartoon parody is young people and adults, male or female, ranging in ages between 15-25 years old. The main audience is young people and adults who enjoy cartoons, gameplay of trending games and parody-style videos. It is aimed at:

❖ People who have played SCP Containment Breach.

❖ People who have heard of the game and are interested in playing it.

❖ Young people and adults who enjoy parodies and cartoon animations.

Features of the Linear Product

Animation/Video Graphics Features

This product features three-character sketches:

- ❖ The First character image represents the player's character.

- ❖ The second character image represents an enemy character featured in the first level of SCP Containment Breach known as "SCP-173".

- ❖ The final image of the shadowy figure at the end parodies what happens when you die in the level.

- ❖ Image – Brand Name's character image that appears at the end, alongside the brand name.

Features of the Linear Product

Audio

The product also features music and sound effects such as:

❖ Metal Clanging sound effect – this sound at the start of the video is from the game itself, it's the sound of the metal floor you walk on in the game.

❖ Jump scare sound effect – this is the sound that appears when the second character enters the scene in the video and it's the actual sound you hear when you walk into SCP-173 in the game.

❖ Jaunty, upbeat, stare song – the happy song that plays while the two characters stare at each other is called "lazy harp seal has no job" by Parry Gripp (this was added in by the creator of the product).

❖ Neck/bone crunch sound effect – this is the sound you hear when you've just died in this level of the game (it's from the game).

❖ The narration at the end of the video spoken by the shadowy character is an exaggeration of what you read on the screen when you die in the game.

❖ Tick sound – It's the trademark sound of the creator's brand name. It is audible at the end of the video.

❖ Audio – Music/song plays at the end for credits.

Features of the Linear Product

Text Features

This product features text such as:

❖ Text – "BooneBum Cartoons" is the brand name of the creator's products.

❖ Text – At the top right of the video, there are links to the creator's YouTube channels.

❖ Text – "Thanks for watching" text, to thank the viewer for watching.

❖ Text – Brand Name appears at the end, "BooneBum Cartoons", so that the audience knows who made the video and to copy-right the video.

Screenshots and Annotations of Linear Product Features

Audio
Metal Clanging sound effect, this sound at the start of the video is from the game itself, it's the sound of the metal floor you walk on in the game.
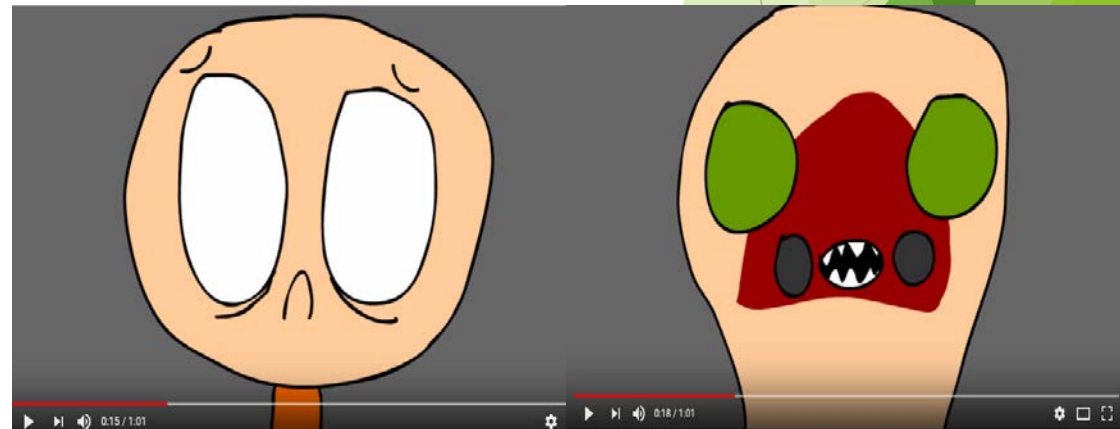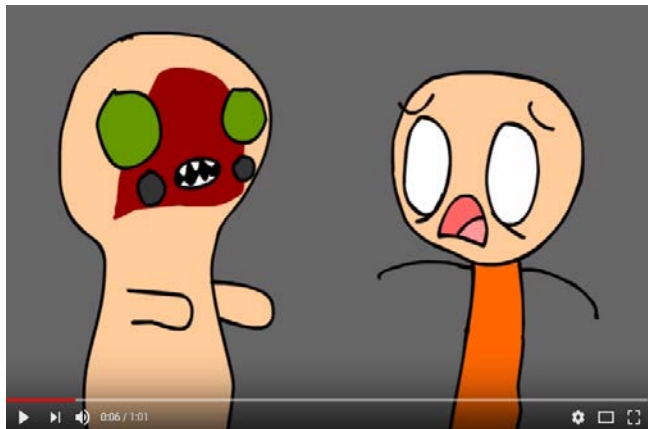
Audio
Jump scare sound effect, this is the sound that appears when the second character enters the scene in the video and it's the actual sound you hear when you walk into SCP-173 in the game.

Audio - The jaunty, upbeat, stare song that plays while the two characters stare at each other is called "lazy harp seal has no job" by Parry Gripp (this was added in by the creator of the product). The two characters stare at each other during this song.

Image – the image on the left is a cartoon image to represent the character the audience plays of the SCP Containment Breach Game.

Image – the image on the right is a rather accurate cartoon image to represent the character "SCP-173".

Screenshots and Annotations of Linear Product Features

Audio – Neck/bone crunch sound effect, this is the sound you hear when you've just died in this level of the game (it's from the game).

The screen goes black in the video as the crunch sound effect is played.

Audio – The narration at the end of the video spoken by the shadowy character is an exaggeration of what you read on the screen when you die in the game.

Audio – Robotic Sound effect – the speech at the end of the video has been changed into that of a robotic-Stephen Hawking style sound effect probably using a voice generator or changer.

Image – Shadowy cartoon character image, the image is an exaggerated representation of the creators of the game.

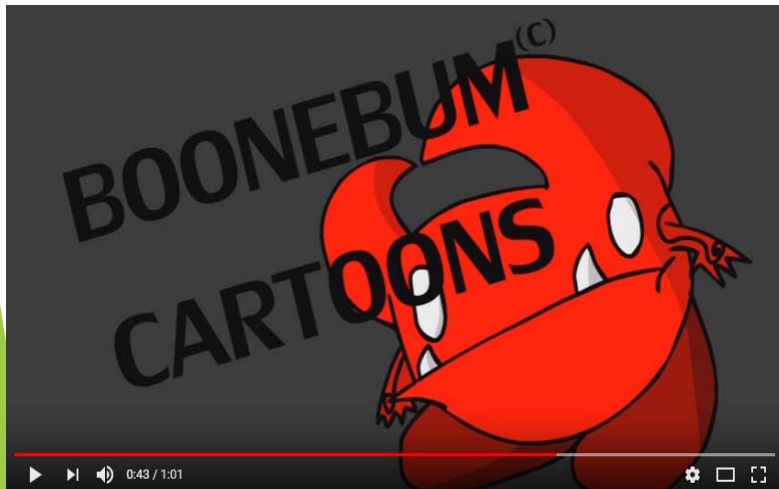**Audio –** Tick sound effect, It's the trademark sound of the creator's brand name. It is audible at the end of the video.

Image – creator's brand name cartoon image.
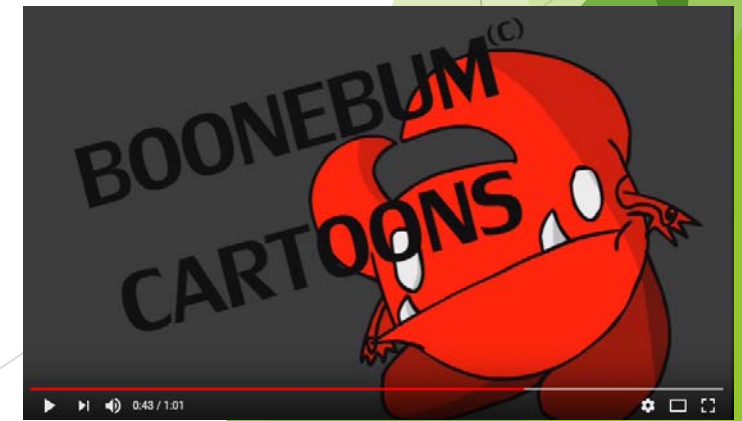
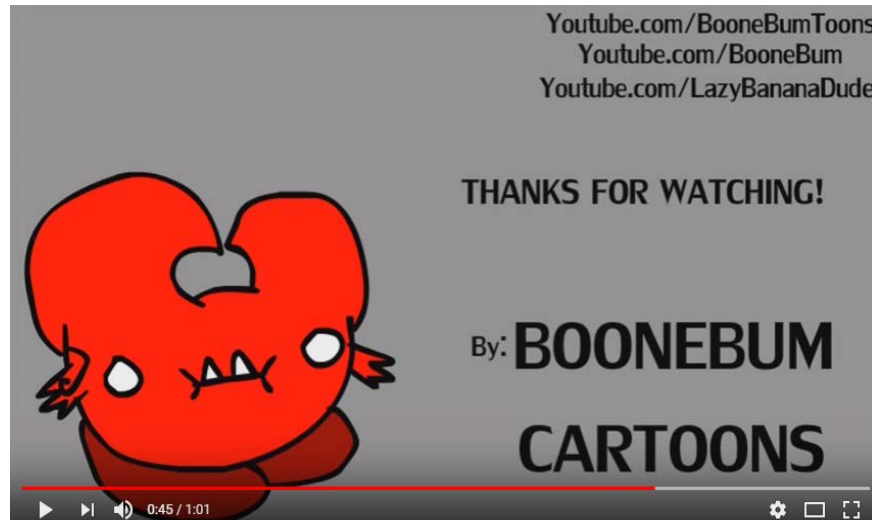# Screenshots and Annotations of Linear Product Features

Text – "BooneBum cartoons" is the brand name of the video's creator.

Image – is part of the creator's brand name.

Audio – Music/song plays for credits.

Text – At the top right of the video, there are links to the creator's YouTube channels.

Text – "Thanks for watching" text, to thank the viewer for watching.

Text – Brand Name "BooneBum Cartoons", so that the audience knows who made the video and to copy-right the video.

Image – Brand Name's character image that appears alongside the brand name.

Linear Product Review

Purpose and Target Audience Review

In my opinion, I believe this product has definitely shown that it is fit for its intended purpose. In 40 seconds it manages to summarize the main goal of the SCP game while manipulating the cartoon characters using the most basic animation techniques yet its so effective at exaggerating certain parts of the game.

I think the product has more than proved that it's fit for the intended audience, everyone loves cartoons – especially young people and considering this small, 40 second long video has well over 1 million views (1,618,448 views to be exact), I'd say it's not done badly at all, probably generating a tidy profit for its creator as well.

Linear Product Review

Intended Effects on the Audience

The intended effect on the audience is to entertain them, this product was created and designed to make them laugh. Speaking as a person who has previous experience playing the SCP Containment Breach game, this video is a both accurate and hilarious.

Appropriateness of Content

The content is entirely appropriate for the intended purpose of the video – because it's almost an exact replica of the game. Everything from with the characters, sound effects and music included.

Use of Colour

The colours of the animation graphics in this product were chosen just to accurately portray the different aspects and characters of the SCP game. There is literally no other reason.

Linear Product Review

Interactive Elements

The only interactive element involved in this product is the play button at the start of the video. This product is linear and as such contains no interactive elements to the video itself.

The product is to be viewed only and the audience has no control over the order of the product.

Balance of Components

No text, subtitles or captions are visible in this video product. The product is made up of cartoon characters(graphics), sound effects, music, animation clips, and transitions.

These different forms of media are then grouped together, blended and smoothed over with sound effects and music added in to achieve the desired effect on the audience.

Linear Product Review

Quality of the Video

The animation and graphics of this product are clear and easy to see, I had no issues with the content quality of this product.

The video/animation transitions are well timed, in line with the other features and elements of this product and the transition between them is smooth.

The video is very basic and this is not a complex product to design and create – the overall "raw", "kids cartoon" look helps to exaggerate the humour of the video.

Quality of the Audio

The sound effects and other audio elements are crisp and clear, I had absolutely no trouble hearing the audio elements of this product.

The audio and sound effects are well timed and transition nicely, the choice of sound effects fit perfectly with the purpose of the product, and they add a lot of value to the overall effect of the video.

Without the audio elements of this video – I don't think it would be as funny.

Linear Product Review

Accessibility

There are no accessibility options for this product.

This product therefore cannot be used by the hearing or visually impaired as there are no caption/subtitle or audio descriptive options for the user to choose from.

One way the accessibility could be improved is if the creator added subtitles for the hearing impaired. But unfortunately, there are no compatibility or accessibility suggestions I could make to improve this product for the visually impaired.

Ease of Navigation

There's no navigation involved, once the page for the video on YouTube has loaded – all you have to do is press play. I had no issues exiting this product.

Final Summary of Linear Product

Key Strengths

- Extremely engaging and entertaining for the viewer to watch
- Good use of colours and design of the characters is absolutely perfect
- Sound effects were well-chosen and feature in the game itself

Key Weaknesses

- No accessibility for the visually impaired
- No accessibility for the hearing impaired

Improvements

My only criticism is that the creator could've made the video a little bit longer, it also would've been nice if they had included one or two more scenes from the game. But I can't find any particular flaws or things I would change about this product, for me, it's perfect.

Overview of Interactive Product

Interactive Product: Amazon Website

Link to Interactive Product: https://www.amazon.co.uk/

Amazon - is the one of the biggest online-retail, and online service providers in the world.

The website was first launched in 1995 as an online bookshop but has since expanded to sell a variety of goods and services. As the company grew, Amazon began creating and distributing its own products such as: electronic devices, music and video streaming services (such as Amazon Prime, Kindle Fire Tablet, Fire TV and more recently the Echo Dot).

Amazon also Launched "Amazon Web Services" in 2006 which is a cloud computing platform that provides online services to websites and clients.

Uses of the Interactive Product

Purpose

The purpose of this interactive product (Amazon) is online retail – to allow customers to purchase products from Amazon and other sellers (through Amazon) and to allow businesses to list their products to potential customers through the amazon website. Simply put their purpose is to advertise and market products to potential customers, Amazon acts like an online "supermarket" for a wide range of products.

This makes it cheaper to simply connect Amazon customers to traders and sellers, and removes the burden of designing and manufacturing all the products they sell. These days, Amazon "cuts out the middle man" and acts as an all-round marketplace for customers and businesses.

Uses of the Interactive Product

Target Audience

The target audience is traders, businesses and customers. The target age group can range from between 16-60 (provided they know basic IT skills), and amazon is not gender specific, it advertises products for both genders.

As amazon sells a variety of products, the adverts and products suggested to each customer, depend on the customers wish lists and the previous purchases (if applicable) made on their account with Amazon.

For example, a customer who purchases a movie, will be shown similar movies or products to persuade/influence the customer to purchase something else.
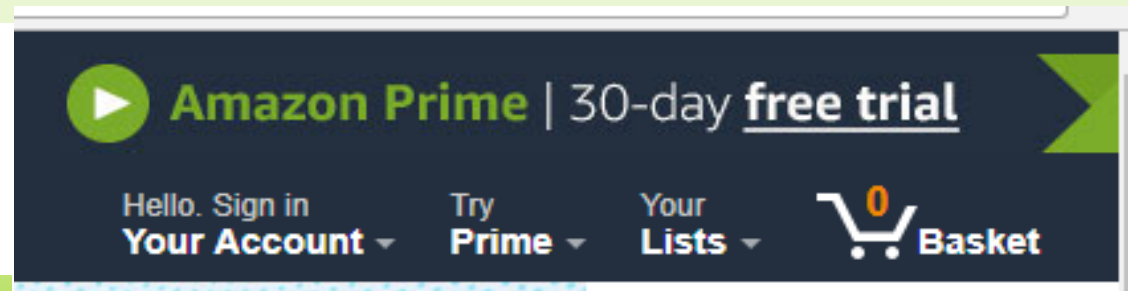
Features of the Interactive Product

Navigation Features

To move around the website, you have to hover over the menu buttons on the menu bar at the left hand side of the website. The Amazon website contains built in navigation features to allow you to move around the website.

Buttons

Press the buttons to be directed to the different areas of the website. This is for ease of navigation as the more popular buttons will be located at the top of the menu bar.

Amazon Prime | 30-day **free trial**

Hello. Sign in
Your Account

Try
Prime

Your
Lists

0
Basket

Sign in

Features of the Interactive Product

Navigation

To move around the website, you have to hover over the menu buttons on the menu bar at the left hand side of the website. The Amazon website contains built in navigation features to allow you to move around the website.

Hotspots

Are invisible hyperlinks. Such as this "Amazon.co.uk" hotspot which, when pressed, leads you back to the Amazon homepage.

Help Links

The help links at the bottom of the page are extremely useful for getting help from amazon.

amazon.co.uk
Try Prime

Let Us Help You

Track Packages or View Orders

Delivery Rates & Policies

Amazon Prime

Returns & Replacements

Manage Your Content and Devices

Amazon Mobile App

Amazon Assistant

Help

Features of the Interactive Product

Hyperlinks

These are located all over the amazon website (mainly found at the top of the heading and the footer of the pages), these are very handy for viewing and accessing parts of the amazon website that can be tricky to find.
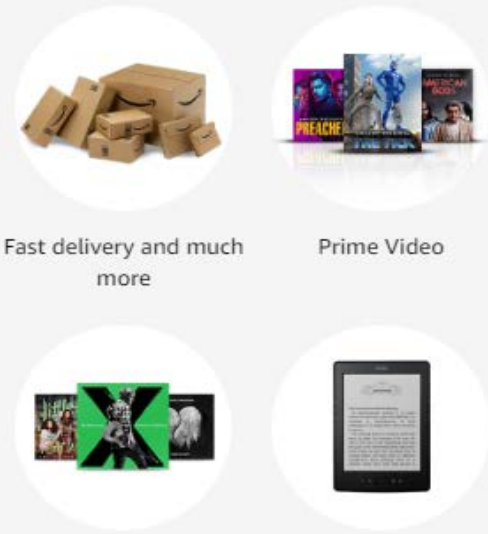
Menus

These are to help the user to navigate the site, to find what they are looking for. The menu is located at the top of the menu bar and "drops down" for ease of navigation and accessibility.

amazon.co.uk
Try Prime

All

Shop by Department

Your Amazon.co.uk   Today's Deals   Gift Cards & Top Up   Sell   Help

Amazon Video
Amazon Music
Apps for Android
Echo & Alexa
Amazon Fire TV
Fire Tablets
Kindle E-readers & Books
Amazon Pantry

Books & Audible
Movies, TV, Music & Games
Electronics & Computers
Home, Garden, Pets & DIY
Toys, Children & Baby
Clothes, Shoes & Watches
Sports & Outdoors
Food & Grocery
Health & Beauty
Car & Motorbike
Business, Industry & Science
Handmade

Amazon Launchpad

Make Money with Us

Sell on Amazon
Sell on Amazon Business
Associates Programme
Fulfilment by Amazon
Advertise Your Products
Independently Publish with Us
Amazon Pay
Become an Amazon Vendor
> See all

Features of the Interactive Product

Text

Most of the text content on the amazon website is designed for advertising purposes. most of the text on the website (not including the text used for navigation such as hyperlinks and buttons), is to advertise products and services. Eye-catching text such as this sale price, and "20% off fashion" text is to entice the user to click on the text and buy the items.

Features of the Interactive Product

Images

The images on the Amazon website are designed for advertising purposes. These images are used to advertise the products and services available.
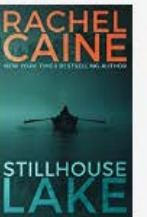
Features of the Interactive Product

Videos

These videos are short trailers used to advertise and feature Amazon's services and products such as this one for an Amazon prime exclusive tv show.

Interactive Product Review

Purpose and Target Audience Review

This product is 100% fit for its purpose. What makes Amazon's website so successful with customers is the simplicity of its navigation (menus, links, buttons, search bars), their fast service (fast delivery, prime service, video streaming), their wide range of products and the deals they offer.

Amazon is used by pretty much everyone these days. Among the age range of it's user's and the website's target audience - you would struggle to find someone who hasn't bought something from Amazon, at some point in their life.

Amazon is a household name – people associate Amazon with quick transactions, fast delivery dates, reliable service and cheap prices. This is why Amazon's website is so well established, because people find it so straightforward. The reason Amazon is so popular is because it understands it's audience so well. This probably has much to do with the number of years the website has been operating (just over 20 years), over this period of time they've built up their reputation and added to their services, they made changes bit by bit until they gradually became number one.

People generally regard Amazon as being cheaper than other websites, Amazon has also built a great reputation for being reliable - these are both vital aspects of online retail. Most people shop online for discounted prices and compare them to other sites to find the best price, however if the site has a bad reputation – people won't use it.

Interactive Product Review

Intended Effects on the Audience

The intended effect of this product is to convince the visitors to make purchases. Amazon uses different types of multi-media to market, advertise and distribute products and services to the website's visitors and customers. It is my opinion that the Amazon website excels at this, and has more than met it's purpose to it's intended audience.

It's one of the world's most effective online retail websites and it's easy to see why. With great prices, helpful customer service advice, product suggestions based your previous purchase history and a simple navigation design – no wonder it's so popular!

Appropriateness of Content

The Amazon website uses relevant information, images, videos and accurate pricing relating to each individual product and services across all its pages. This helps Amazon to advertise and market it's products and services more effectively to it's users.

Interactive Product Review

<u>Ease of Access and Navigation</u>

The websites hyperlinks and drop down menus contain consistent, appropriate titles in order to help guide the user around the website. The menus, buttons, hyperlinks and hotspots where consistently placed around the website. The links, hotspots and buttons worked without any issues. I also had no issues when exiting this interactive product.

The website uses interactive features such as menus, hyperlinks, hotspots and action buttons. These are to allow the user free rein to access and navigate the website's pages on their own with relative ease.

For users who have previous online shopping experience and a good level of IT skills – navigating this website will be relatively easy. However, for those with disabilities, or those (such as elderly people) with little or no experience with computers or websites – navigating this website might prove a little bit too difficult.

Interactive Product Review

Use of Colour

The Amazon website utilizes the Amazon logo's colour scheme. It combines a plain white background, orange action button (used to accent the theme) and dark blue menus, headings and footers (to make the white links stand out).

The use of these colours make it utterly unmistakable, as the legendary online retail website for the Amazon brand. Amazon uses these colours across all areas of their branding, advertising, products, services and packaging. Everything from their gift cards to packaging boxes contains this theme.

The main advantage for Amazon's use of a plain, white background for their website (besides it featuring in their logo and that white compliments pretty much any colour scheme), is that it is perfect for accentuating their content such as products, services, advertising images, text overlays, and videos.

Interactive Product Review

Interactivity

The interactive elements of this site have been tailored for the convenience of its users. By placing the key main interactive features (such as the menus, hyperlinks, hotspots and action buttons) at the top of the homepage (and across all the other pages too), it allows the user to quickly locate and access the main areas/pages of the amazon website.

The Amazon website is the prime example of an interactive product, everything you see is interactive – from the adverts that contain hidden links to products and services, to the highly interactive drop down menu and action buttons.

Amazon knows the key to selling products and services to online shoppers is advertising and accessible navigation.

So Amazon have designed their website pages in order to cater for this. Everything that their visitors need to find, select and purchase a product or service – is located at the heading of its pages.

Interactive Product Review

Balance of Components

The majority of the site is made up of advertising images and sales text. There are video and audio products available, but the advertisements mainly use text and images in order to attract the user's attention.

I guess you could say it's balanced as Amazon does use all types of media to advertise their products and services to their customers. But in my opinion the scales are tipped dramatically in favour of images and text.

Quality

The quality of Amazon's video and audio components are crisp and clear. I had no issues playing, watching and listening to these features.

Interactive Product Review

Accessibility

The Amazon website does not provide many accessibility features for its users with disabilities. They don't have an accessibility guide for its users, nor do they have an accessibility help link for its website.

They do claim to provide this for their Kindle e-book users but there is no available help for those using mobile, tablet or computer devices.

However if you have hearing impairments, you may still be able to use the majority of the site. But if you have any visual impairments there are no available options for you to be able to use the site. If you have a screen reader already set up you might be okay – but I can't verify this as Amazon provides no information on this topic.

Final Summary of Interactive Product

Key Strengths

- The Amazon website is easy to use and navigate

- Appropriate use of the Amazon brand's colours and design of the site is well thought out and clean which allows for easy viewing for the user (it's not cluttered or complicated)

- The website is highly interactive and Amazon encourages it's users to help themselves (using links and online help links instead of contact numbers)

- Balanced use of text and images – they know how to advertise products for prospective customers

- Good use of white space (white background) which allows people to make decisions without feeling overwhelmed by information/content

Key Weaknesses

- No accessibility links or options for people with disabilities or learning difficulties that I could find on their website

- Lack of a sitemap link at the footer of the website's pages

Final Summary of Interactive Product

Improvements

Personally I would like to see Amazon look sharper, maybe remove some of the links on the heading of the pages and create a separate drop down menu for them to keep the design looking clean and fresh.

A major change I would make is to include an accessibility link or page for people with disabilities or learning difficulties as this would add to the website's overall accessibility. I would also add a sitemap link at the footer of the website's pages – as I often look for these myself when I need to find a specific area of a website easily and Amazon does not have this.

And finally I would integrate social media application buttons into the website so that you could share wish lists with your friends and family for occasions such as birthdays or Christmas.