



BAMA405 – Scripting and Storyboarding

Chapter 3 : Interactivity and the Writer

Topic Outline

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Learning Outcome



- At the end of this lesson, student will be able to:
 - Demonstrate the relationship between scriptwriting and storyboarding
 - Demonstrate understanding of the components, design documents, process, terminology, and proper formatting of professional scripts for creating multimedia presentations
 - Successfully create a professionally formatted script, given an initial concept or storyline
 - Successfully create a functional multimedia storyboard from an initial concept or script

3.1 Introduction



This chapter defines important terms and explains the key concepts relating to inter-activity including:

Interactivity versus control

Thinking interactively

Linking

High-level design

Interactive devices

3.2 Types of interactive multimedia



- Web sites are growing platform for multimedia
- Material is presented on sites through multiple media such as:
 - **Text**
 - **Pictures**
 - **Video**
 - **Audio animation**
- The sites allow the user to control what material will be presented and in what order by clicking a mouse on the computer screen

3.2 Types of interactive multimedia



Other than web, multimedia is also presented on:

Online services

- American Online

Local Networks

- Corporate intranets

Computer hard drives

- Museum kiosks

Interactive television

- Web TV

Gaming system

- Nintendo

Discs

- CD-ROMs and DVDs

3.3 The Role of the Interactive Writer



3.3 The Role of the Interactive Writer



And all other written
material that describes
a multimedia or Web
site project

3.3 The Role of the Interactive Writer

“**Interactivity** allows the user of the program to have control over the flow of the information or story material...”

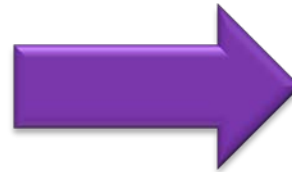
What is the key difference between writing for **linear media** (television and movie) and writing for **interactive media**?



3.4 Limits to Interactivity



There are practical limits to the potential of a particular user's interactivity



Goals of the media used to deliver the content

3.4 Limits to Interactivity

- Consider this scenario...

If the source material is a CD-ROM or a DVD, the user is working with a finite number of options. The user can access only what the makers place on disc.

This limitation disappears when the material is delivered online through the WWW or online service

User will have thousands of other sources to link throughout the world

3.5 Thinking Interactively



- Writing for interactive media requires writer to know the user deeply
- The writer must think of all the **possibilities** that might occur in the scene or story as it flows
- Failing to do so will result in overly restricting interactivity and hence failed to give users adequate control over the flow of information

3.5 Thinking Interactively



- It is difficult to predict how the user will interact with all the possibilities
- The key to anticipate the user's possibilities is :

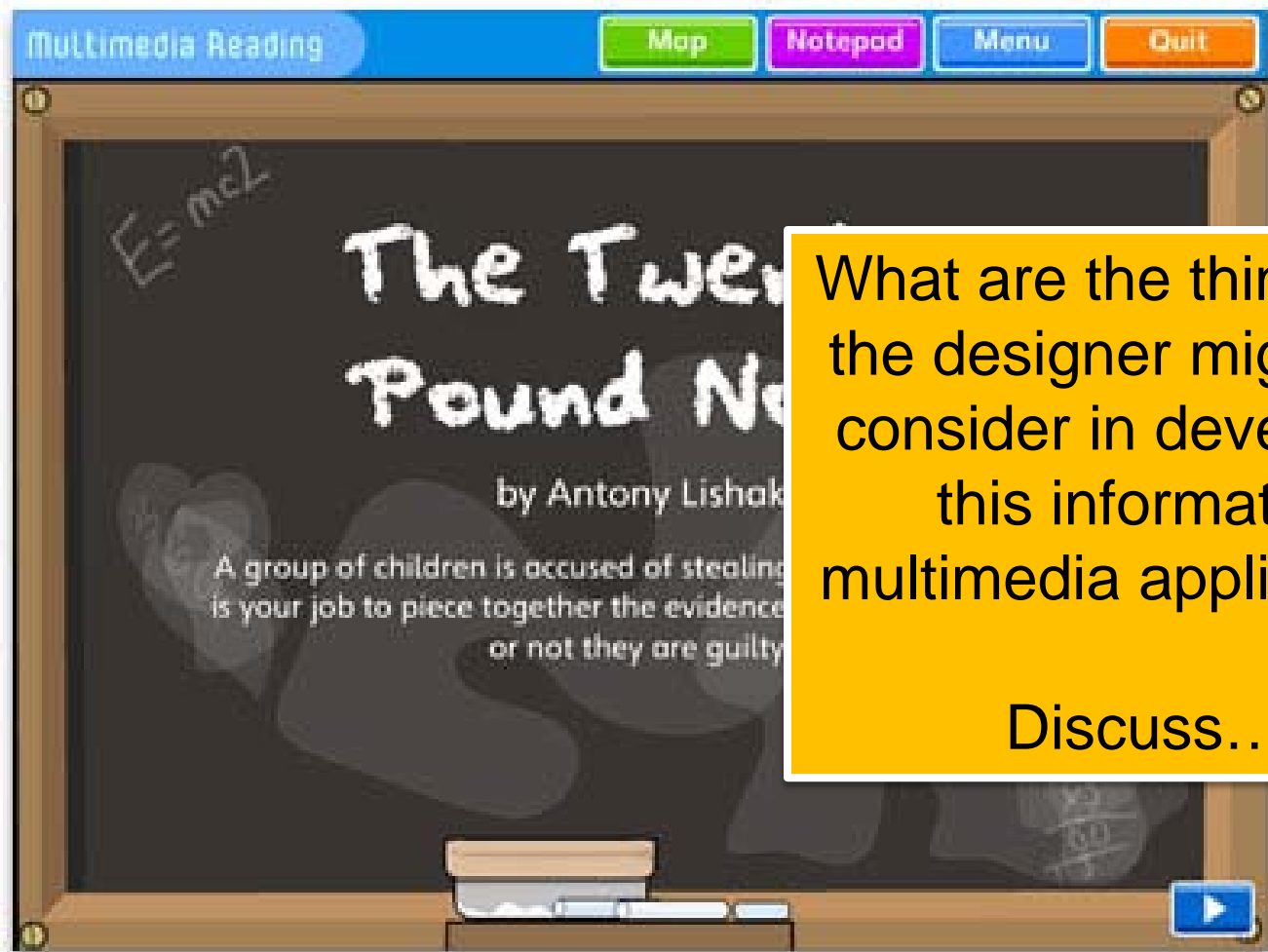
Get to know them !!!

3.5 Thinking Interactively



- Knowing the user is crucial in interactive media
- Affect every element of a production from types of links to interactive design

3.5 Thinking Interactively



What are the things that the designer might have considered in developing this informative multimedia application?

Discuss...

3.6 Linking

- What does **linking** means?

Connections from one section of an interactive media program to another section of the same program or different program if online

Example of links??

3.6 Linking



- The simplest link is a **text menu** choice that the user clicks to bring up the new information
- When the writers develop links, they must make a number of **decisions**...

3.6 Linking



What information, program elements, pages, chapters, or scenes will connect with other sections of the program?

How many choices will the user have?

Which choices will be presented first?

What will be the result of those choices?

Will the links be directed, indirect, or delayed?

3.6 Linking



Direct or Indirect Links??

3.6 Linking

Direct Links

- User makes a choices, and that choice produces a direct response that the viewer expects
- Example: When the user clicks on Yahoo Mail link in Yahoo Homepage, they expect to get a page of email login

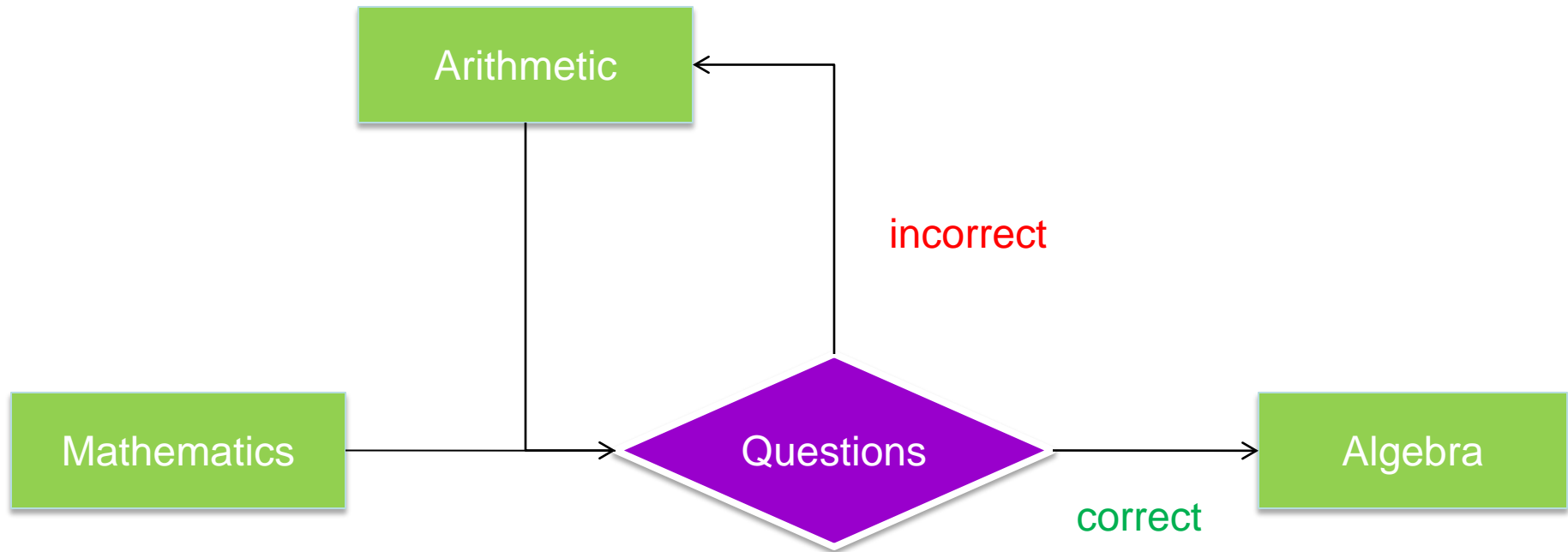
3.6 Linking



Indirect Links

- called “if-then” links
- User take a certain action (instead choosing an item in direct link) that elicits a reaction they did not specifically select
- Example: Informational Media, a student who fails a test in certain subject area and is automatically routed to easier review material instead of being advanced to the next level

3.6 Linking



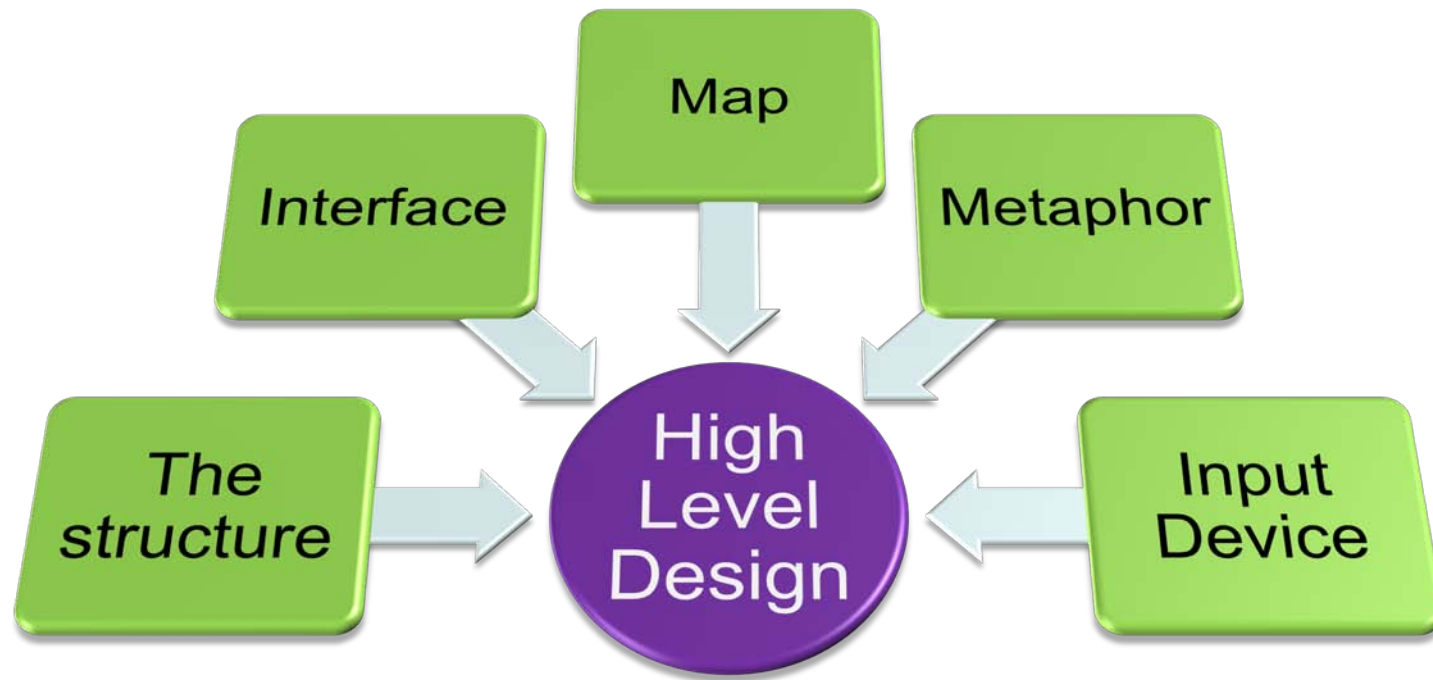
A reaction to user input

3.7 High Level Design



- The complexity that interactivity and linking add to a multimedia project demands strong high-level design for the program to be coherent and effective
- Determines the broad conceptual approach to the project

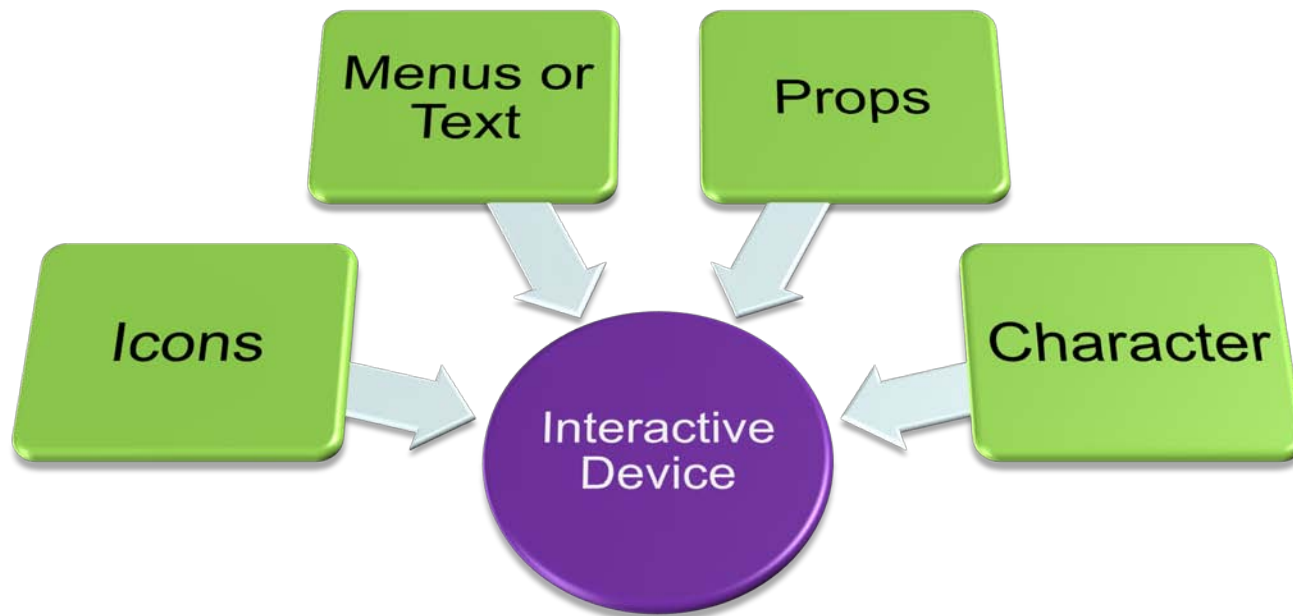
3.7 High Level Design



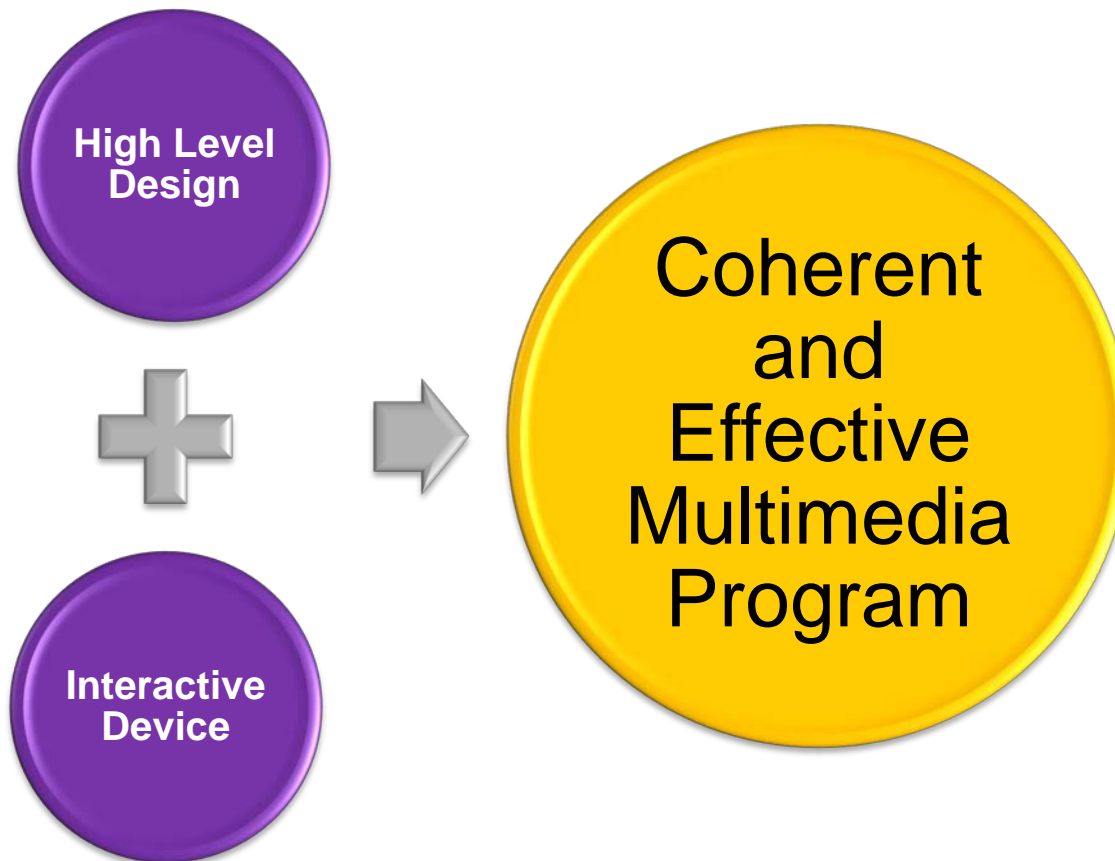
3.8 Interactive Device



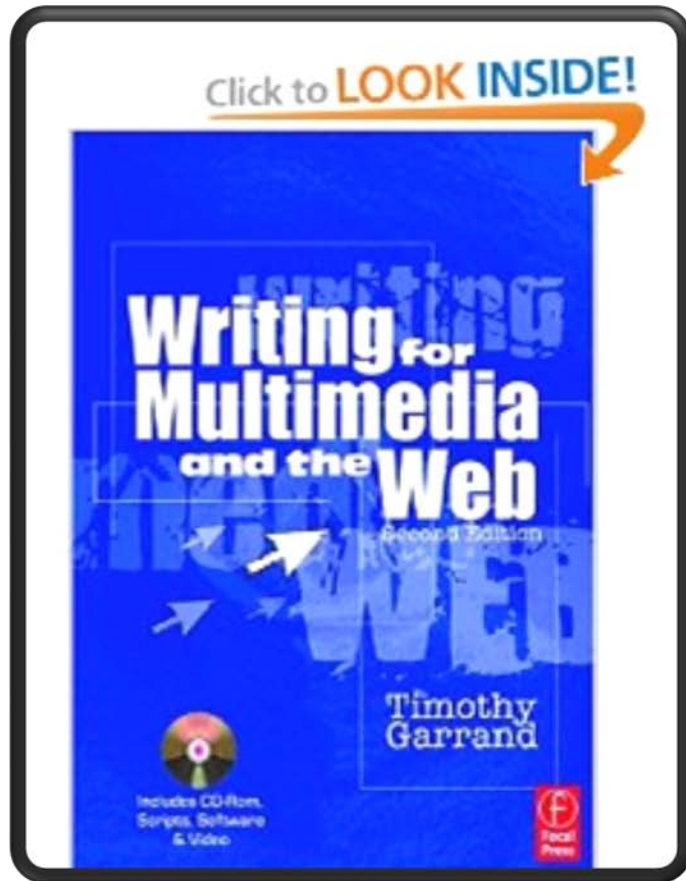
- Other than considering high level design, writer might also want to consider interactive device used in a program



3.9 In conclusion



Reference



Writing for Multimedia and the Web, Second Edition by Timothy Garrand



END

Thank You...