Treatment

Client requirements

I had a client meeting were I was told what I needed to use in my project. These included 5 videos that can't be longer than 30 seconds, they also need to have controls. I need to brainstorm my ideas. I need to make at least 3 storyboards that include the opening screen, contents screen, 1 video page and the artist information. The client wants a logo, this can be there's already or I can create another. I need to have band information. I have to use Director, Photoshop and premiere pro. The stage size has to be 1024 X 768 that is already set. I need to have fully working navigation with a close button. I need to have multimedia aspects such as rollovers, sounds, animations, transitions and effects.

Importing the material

I will be using most of my material for the DVD menu off the internet, but whenever I can I will create my own. The material will be photos of my artist, there will be 5 music videos that have downloaded from YouTube. The website I will be using is http://en.savefrom.net/ as this is a good website that does work.

Timelines

I have created a Gannt Chart which was made on Excel, this will help me to keep on track and it will tell me what I need to do each lesson. I will also be using the ILP to do a session review, this can tell me if I need to do any outside work.

Selecting images

I will select images of the artist from the internet, they need to be appropriate and not rude in anyway. The images will be mainly used on the opening screen and the artist information page. I will try to make some of the images myself, when possible. The picture to the right will be an example of what I will use in my project.

Selecting sound

I will have sounds from my music clips, but I will be trying to add sound effects to the buttons. The sound on the videos will have a mute button, so if they don't want to hear the music they can do, it will be optional.

Creating text

I will create the text from various different websites about the artist. I will try to cover a whole page of information about them. There will be lots of information online, I just need to condense it and make sure it makes sense. I will try to add a bit of information on video page adding links to buy the song.

Links

I will try to add in links throughout as this will help to user out. The links will be to the official website to find out more information, the other links will be to iTunes and the google play store where you can buy the songs.
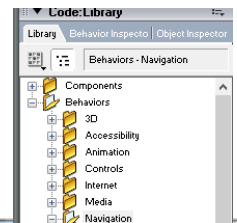
Rollover buttons

There won't be many rollover buttons, but I will try to do this on the buttons. I may use some rollovers in the pictures, I feel as if I don't need them. I will use rollovers on the download now images this is going to be Spotify, google play and iTunes.
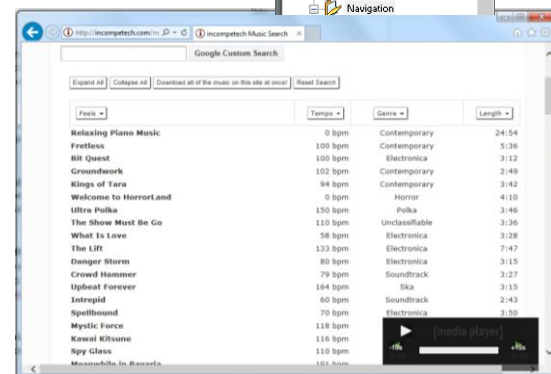
Visual effects

The visual effects are going to be the different transitions I will use throughout the project, this will mainly be when you switch to different pages. The visual effects will not take up too much time, as it is essential they stay interested.

Sound effects

There will be many different sound effects in the project, this is going to be good as it will enhance the users viewing. This may make the user want to revisit the site, as the sound effects are really good. I will get these effects on a royalty free site called http://incompetech.com/ . I may not use the sound effects as it can make it sound bad, with the music on top.

Still images

I will include a lot of plain still images, this will be good as you won't get bored of the rollovers and animation. Therefore, you can see that my website can vary and won't look bad. I will use images of my artists as this makes it look good and it promotes the artists.

Hardware

The hardware I will be using is a computer that is suitable for the task at hand, I will also be using some peripherals. The computer I will use is a basic collage computer, this will have enough ram and hard drive space. The peripherals will include a monitor, keyboard, mouse and a pair of headphones.

Software

The software I will be using is windows explorer for getting information, downloading images and video files. The primary piece of software will be Director as I will be constructing the DVD design and this is one of the most important things I need. I may use Photoshop as it can be helpful when creating buttons and removing backgrounds from photos. I will also use premiere pro to cut down the video clips, they will be originally 3 to 5 mins but they will go down to a max 30 seconds.
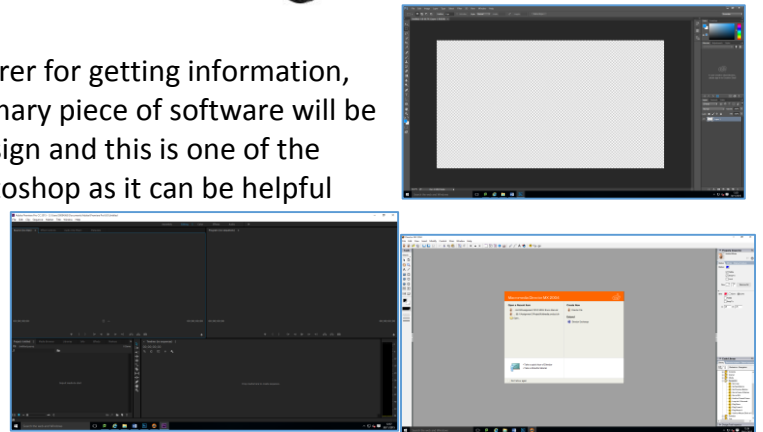
Image manipulation

If I need to do any image manipulation then I will use Photoshop, this will be for taking anything out or making the image look better. I choose to use this software as I know that it is on the system, I have also been watching Photoshop tutorials and I have advanced my learning in order to make my project.

Background

The background will be a darkish blue, grey or black. Then there will be a fedora hat white or another bright colour. The reason I have chosen to do this is my artist is Bruno Mars and every video I have seen he wears a fedora.

Buttons

I will be needing a lot of buttons, I will try to make these myself but if I can't or run out of time I will download them from the internet. I will include the following buttons in my project; play, pause, stop, mute, close, enter buttons.

Sound

I will need to include a lot of sound this is because the whole project requires it. If there isn't any sound then it wouldn't promote the artist. I need to include it as it is part of the client requirements. The sound will have controls to mute it if you don't like the song.
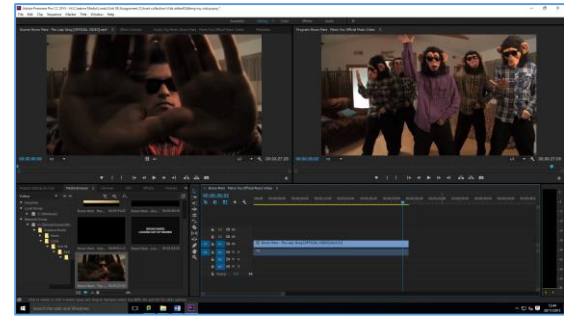
Graphics

The graphics are a big part of the project as they will be representing the artist. The pictures will be of him or they will represent the artist songs. The graphics will be a key as they will make people interested in the artist. I know that there will be inappropriate photos online so I will get appropriate photos as you don't know who will go on it.
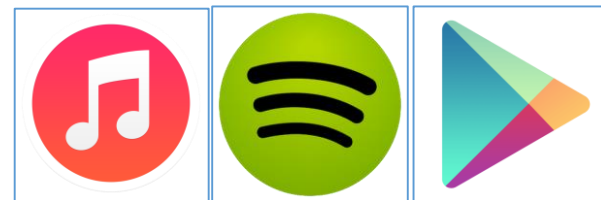

Film and video

The whole of my project is revolved around making a music video. I will download the videos online, then once I have done this I will edit them down through Adobe Premiere, as they need to be at 30 seconds each. This is only a promo copy so they can't get the whole video.

Animation

The animation is going to be little as I don't think I need them. I can use the animation as the 'download song here', this will show all the links to download them. This is iTunes, Google Play, Spotify. This will make it look good at the end.

Build and transition effects are effects that you can add to make a graphic look good, I will be using one and that is "cycle graphics". This is also now as a "rollover".

Ideas development

I have created the ideas for this project by brainstorming through a mind map, out of this I narrowed the artist down to Bruno Mars, I then chose the songs which are; Just the way you are, Lazy song, Grenade, locked out of heaven, marry you, Uptown funk. Then I thought about the buttons I will need to use. I will need to create some storyboards for my project, this is going to show what I will need to create. I will need to create a logo; home page, 1 page, contents page, artist information page.

These are my storyboards

Resources

The resources will mainly come from www.google.co.uk as this will help me download the images and sound, I will visit various different websites getting information for the artist page. The resources are all important for the whole project. I will also record the information from the internet in the sources document if I use them. All the resources or sites will be recorded in my sources document, on my computer. This document will show you all of the websites I have used to create my DVD menu. Most of my resources will be made in Photoshop, as I can advance my understanding.