

CLASS
XII

PAPER – II

The Creative and Commercial Processes in
Mass Media-II
Class - XII



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 092 India

नया आगाज़

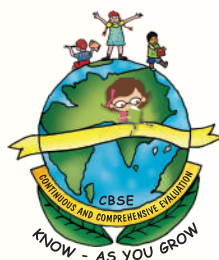
आज समय की माँग पर
आगाज़ नया इक होगा
निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

परिवर्तन नियम जीवन का
नियम अब नया बनेगा
अब परिणामों के भय से
नहीं बालक कोई डरेगा
निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

बदले शिक्षा का स्वरूप
नई खिले आशा की धूप
अब किसी कोमल-से मन पर
कोई बोझ न होगा

निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।
नई राह पर चलकर मंज़िल को हमें पाना है
इस नए प्रयास को हमने सफल बनाना है
बेहतर शिक्षा से बदले देश, ऐसे इसे अपनाए
शिक्षक, शिक्षा और शिक्षित
बस आगे बढ़ते जाएँ
बस आगे बढ़ते जाएँ
बस आगे बढ़ते जाएँ.....





PAPER – II

The Creative and Commercial Processes in
Mass Media-II



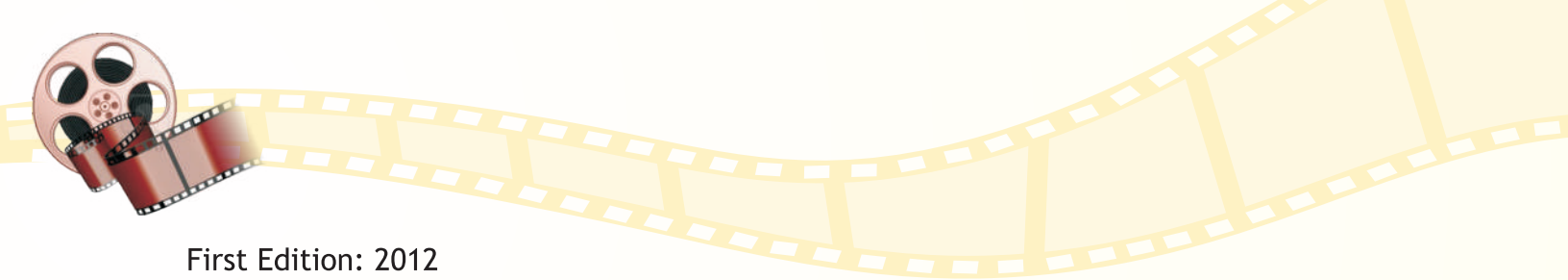
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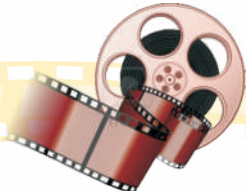
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Preface

The present century is the age of information technology. With the advancement in communication technology, mass communication has become easier, faster and more accessible. The power inherent in the mass communication from print to non-print medium like film, radio and TV are of immense significance in disseminating information. People may be sensitized to various causes and persuaded to take particular ways after independence. The role of media in promoting social cohesion and enforcing human rights has been phenomenal. As a matter of fact Media has been playing a pivotal role in educating, entertaining and influencing and people throughout the country.

There has been a growing interest in the professional study of the theory and practice of Mass Media across the world. The field is full of prospects and there is no uncertainty about the fact that Media industry can offer employment to thousands of youngsters in the time to come when they are appropriately trained and skilled.

CBSE as a national Board is duty bound to promote Mass Media Studies to cater to the propensity of a growing segment of students and also to meet the future demand and challenge in this field. Correspondingly, the Board has come out with elective subjects in Mass Media both in academic as well as vocational field from April 2010. The aim of the subjects includes grooming the natural talent of students and exposing them to everchanging skills needed in the media and entertainment industry with hands-on experience. The Academic elective Mass Media Studies may be taken by students as the main elective with any popular combination of subjects.

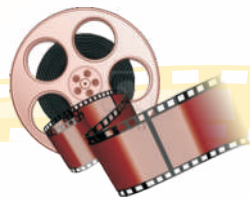
Besides academic electives, schools may offer two vocational electives that may be combined with one language and three academic electives to ensure vertical mobility in higher education. The Mass Media electives have been developed by keeping a conscious practical approach in view and thus the present learning resource is full of interesting activities. Students are supposed to undergo a compulsory one week intensive training at an institution approved by CBSE. The material development group included people who are actually associated with the industry and well aware of the skill set needed and expectations of the industry.

The present learning resource for Mass Media Studies for class XI, XII is designed to provide fundamental information on analysis of film, TV (including News), print articles, understanding of the pipeline multiple products of the Media & Entertainment Industry (TV show / segment, film, article, ad-film, etc), concept of assembly line, animation, roles people play, skills & specializations, the creative process, aesthetics, design, framing, composition, writing, ideation and finally technology usage in the Media & Entertainment Industry. Based on authentic sources and facts, the text is developed in a systematic way with a lucid style, assimilating features necessary for a school textbook.

I hope the resource will prove helpful in achieving the objectives set in the curriculum. I acknowledge with gratitude the support received from the teachers and resource persons in the material development group who have helped us in exploring ideas and techniques in writing the present text. As the present text is the first edition and due to constraint of time, has been brought out in an exceedingly short span of time, I wholeheartedly welcome suggestions for the further improvement of the resource.

Vineet Joshi
Chairman





Acknowledgments

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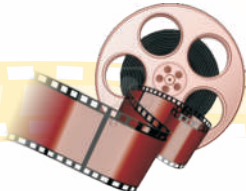
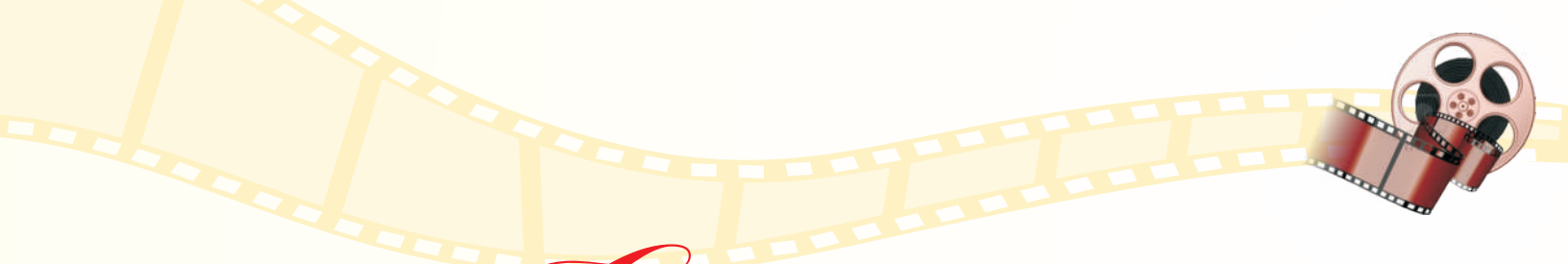
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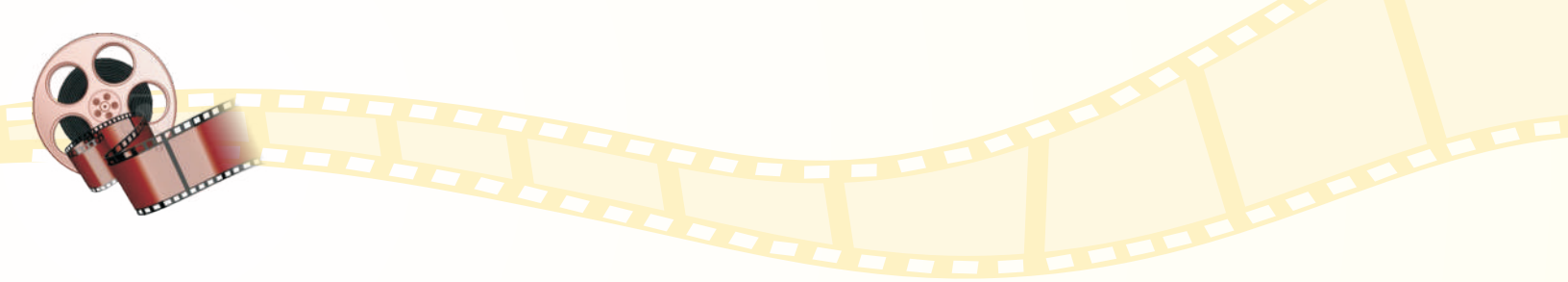
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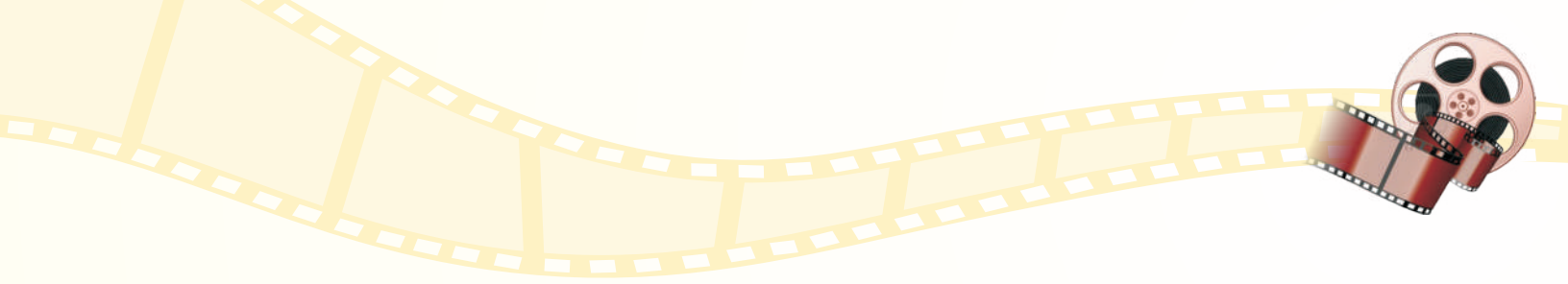


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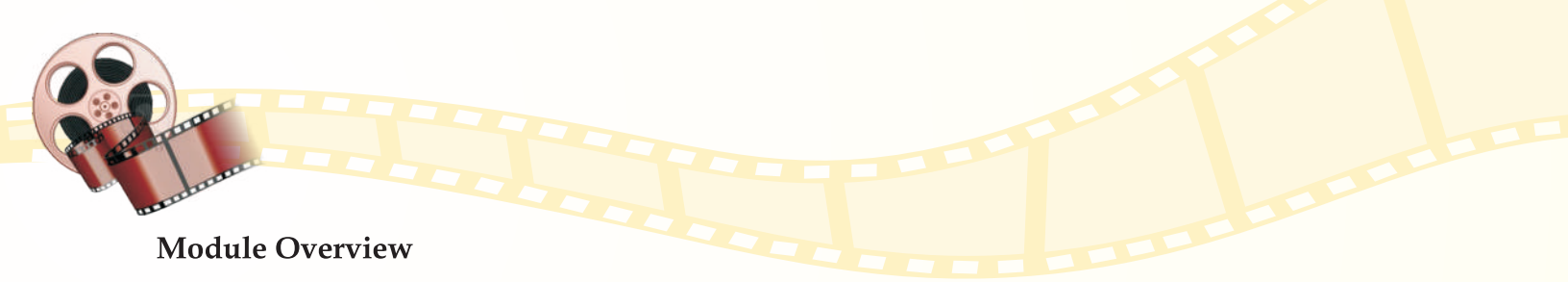
Unit - 1

Graphic Design Multimedia Applications

Note for teachers

This unit is different from rest of the units as it is a completely 'hands on', practical work oriented unit. There is no blackboard teaching involved here. Help may be enlisted from within the school of it teachers/instructors by the mass media teachers, if felt necessary.)





Module Overview

This module aims at introducing the basic concept of multimedia that it is a set of more than one media element used to produce a concrete and more structured way of communication. In other words multimedia is simultaneous use of data from different sources. These sources in multimedia are known as media elements. With growing and very fast changing information technology, Multimedia has become a crucial part of computer world. Its importance has been realized in almost all walks of life, may it be education, cinema, advertising, fashion and what not. Throughout the 1960s, 1970s and 1980s, computers have been restricted to dealing with two main types of data - words and numbers. But the cutting edge of information technology introduced faster system capable of converging components of graphics, still images, audio and video to become effective tools of communication. This power of multimedia tools will be explored and practiced in this unit.

After study of the unit students will be able to:

- Unit Aims to identify various media elements that constitute multimedia.
- Understand the functions and the uses of the different multimedia applications.
- Learn the art of convergence in creating multimedia presentations.

Learning Outcomes

At the end of this module you should be able to:

- Explain what is multimedia
- Understand the importance of individual media elements
- Identify different hardware components required to run a multimedia
- Describe how visual images, graphics and audio can be added to a presentation
- Enhance the capability of multimedia through interactive audio - video impact



A central diamond-shaped node labeled "You" is connected by lines to a variety of digital media and technology icons. These include: an iPod, an iTunes logo, a Twitter logo, a Flickr logo, an OnStar logo, a Netflix logo with the text "NETFLIX LIVE! ON LOCATION", a DirectTV satellite dish, a globe with letters, a computer monitor displaying a grid of images, a Sirius satellite radio, a remote control, a TiVo logo, a satellite in space, a bottle of wine, a smartphone, and a laptop. The connections radiate from the central "You" node to each of these items, illustrating the interconnectedness of digital media.

Multimedia are the means to process and structure information into a well defined structure. Multimedia are called so because it incorporates many other media such as text, graphics, animation, audio and video. Using Multimedia one can make academic presentations, business presentations, devise games, operate information kiosks etc. In fact, Multimedia has wide application in many fields , that can be served by information technology. Multimedia systems require certain hardware and software specifications,that support the interactive uses of text, graphics, animation, audio and video. *Interactive Multimedia* is a process by which the user can control the sequence and timing of the media elements involved.



MULTIMEDIA HARDWARE REQUIREMENTS

Computer Hardware requirements to create multimedia products are as mentioned below :

(a) Central Processing Unit

Central Processing Unit (CPU) or brain of the computer synchronises and processes all activities within. The efficiency of a computer is dependent upon the speed of the CPU in processing of data. The CPU of a multimedia computer should be at least 486 with *math coprocessor*. The Pentium processor is more efficient and is usually preferred in Multimedia. The speed of the processor is measured in megahertz. It defines the number of commands the computer can perform in a second. Faster the speed, greater will be the efficiency. RAM of 16 MBs is minimally needed too, but a RAM of 32/64 MBs will make the process faster and more efficient.

(b) Monitor

A monitor is used to see the computer output. Generally, it displays 25 rows and 80 columns of text. The text or graphics in a monitor is created as a result of an arrangement of tiny dots, called *pixels*. Resolution is the amount of details the monitor can render. Resolution is defined in terms of horizontal and vertical pixel (picture elements) displayed on the screen. Greater the number of pixels, better will be visualization of the image.

A monitor requires a source of input. The signals that a monitor receives from the processor are routed through a graphic card. But there are computers available where this card is a part of the motherboard. This card is also called the graphics adapter or display adapter. This card controls the individual pixels or tiny points on a screen that make up image. There are several types of display adapters. The Super Virtual Graphics Arrays (SVGA) card is widely used as the picture quality is better.

Computers with an on-board SVGA graphics card allow images of up to 1024 × 768 *pixels* to be displayed in up to 16 million colours. The memory capacity on the display adapters determines the maximum resolution and color depth. The standard requirement is 2MB of display memory (or Video RAM).

The minimum amount of memory required for display adapter can be calculated by applying the formula below :





$(\text{Max. Horizontal Resolution} \times \text{Max. Vertical Resolution} \times \text{Colour Depths. in Bits}) / 8192 =$
The minimum display memory required (in KB).

For example, The memory requirement for a SVGA resolution of 800×600 with 65,536 colours and a colour depth of 16 will be : $(800 \times 600 \times 16) / 8192 = 937.5 \text{ KB}$, i.e., approximately 1 MB of display memory.

The refresh rate is equally important for better the image formation. Refresh rate is the number of times the images is painted on the screen per second. A minimum of 70-72 Mhz is used to reduce eye fatigue. A higher resolution requires a higher refresh rate to prevent screen flickers.

(c) Video Grabbing Card

To convert the analog video signal (VCR or video camera) to a digital signal, the computer requires special equipment called video grabbing card. This card is fitted into a free slot on the motherboard inside the computer and gets connected to an outside source such as TV, VCR or a video camera with the help of a cable. This process of conversion is known as sampling. The software available with it will capture this digital signal and store them in a binary data format of 0's and 1's as a file. It also helps to compress the digitized video so that it occupies lesser disk space. This file is then used for incorporation into multimedia. The digitized file can also be edited according to the requirements using various editing software such as Adobe Premiere.

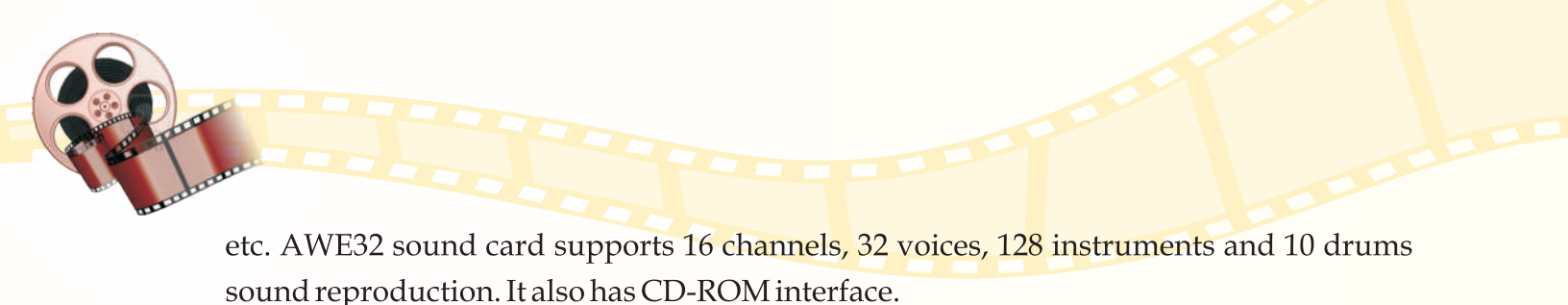
Various video grabbing cards are available. The Intel Smart Video Recorder III is good at capturing and compressing video.

(d) Sound Card

A computer can be used to compose music and for recognition of speech and synthesis. For this the computer needs to convert the conventional sound signals to digital signals. This is done by adding special component to the system called the sound card. This is installed into a free slot on the computer motherboard. On receiving various sounds such as voice, pre-recorded sounds, natural sounds, Sound card will convert them into digital sound signal of 0's and 1's. The recording software used along with the sound card will store this digitized sound stream in a file. This file can later be used with multimedia software. One can even edit the digitized sound file and add special sound effects into it.

Most popular sound cards are from Creative Systems such as Sound Blaster-16, AWE32,





etc. AWE32 sound card supports 16 channels, 32 voices, 128 instruments and 10 drums sound reproduction. It also has CD-ROM interface.

(e) **CD-ROM Drive**

CD-ROM has become a massive storage capacity of data up to 680 Megabytes. To access CD-ROM a very special drive known as CD-ROM drive is required.

As multimedia involves high resolution of graphics, high quality video and sound, it requires large amount of storage space and at the same time require a media, which can support faster data transfer. CD-ROM solves this problem by satisfying both requirements.

Similar to the hard disk drive, the CD-ROM drive has certain specifications which will help to decide which drive suit best to your multimedia requirement.

(i) **Transfer Rate**

Transfer rate is the amount of data the drive can transfer at a sustained rate from the CD to the CPU. This is measured in KB per second. For example, 1x drive is capable of transferring 150KB of data from the CD to the CPU. All higher rates are multiple of this number, x. Latest CD-ROM drive have a speed of 64x which means it can sustain a data transfer rate of $64 \times 150 = 9600$ KB = 9.38MB per second from the CD to the CPU.

(ii) **Average Seek time**

The amount of time lapse between a request and its delivery is known as average seek time. The lower the value, better is the result. Time is measured in milliseconds. A good access time is 150ms.

(f) **Scanner**

Scanner is an external hardware equipment connected to the computer which converts photographs to digital format attached to the computer. The scanner sends a beam of light across a picture or document and records it. These pictures then can be displayed and edited on a computer. The captured or scanned pictures can be stored in various formats like;

File Format Explanation

PICT - A widely used format compatible with most Macintosh



JPEG - Joint Photographic Experts Group - a format that compresses files and lets you choose compression versus quality

TIFF - Tagged Image File Format - a widely used format compatible with both Macintosh and Windows systems

Windows BMP - A format commonly used on MS-DOS and MS-Windows computers

GIF - Graphics Interchange Format - a format used on the Internet, GIF supports only 256 colours or grays

Scanners are available in various shapes and sizes like hand-held, feed-in, and flatbed types. There are some scanners which scan only black and white images. Some of the reputed vendors of scanners are Epson, Hewlett-Packard, Microtek and Relisys.

(g) **Touchscreen**

A touchscreen is used where the user is required to touch the surface of the screen or monitor. It is a monitor that allows the user to interact with the computer by touching the display screen. This uses beams of infrared light that are projected across the screen surface. Interrupting the beams generates an electronic signal identifying the location of the screen. And the associated software interprets the signal and performs the required action. For example, touching the screen twice in quick succession works as double clicking of the mouse. Touchscreen is widely used for presenting a multimedia product in an arena like trade show, information kiosk, etc.

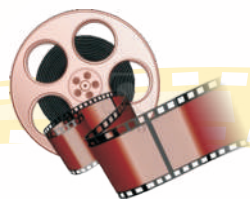
USES OF MULTIMEDIA:

Following are the possible areas of application of multimedia:

- Can be used as a great support in planning and executing any project.
- Can be used to explain or propose a concept.
- Using Multimedia while preparing a content for any topic makes the process more organized and precise.
- The teaching and learning can be more interactive

In other words, Multimedia can be used to create projects that are self-explanatory as well as to illustrate topics and themes to the extent required.





Chapter 2

TEXT

What is Text?

We all know what a written text is. The text in any form can be developed in to multimedia software. Text can be edited using any standard text editor. However to give special effects, one needs graphics software. Text can be varied in fonts, size, color and style to add value to the multimedia presentation.

Adobe PageMaker

(The images and description of each topic is taken from software manual)

How to Create a New Document

On starting PageMaker a screen appears offering a variety of choices of Templates for a user-specific publication. We will start with a blank Presentation. After becoming familiar with PageMaker we can always choose one of the Templates to create our publication. Close the templates-options screen by clicking on the **Close** Button located on the top right corner of the screen.

Go to: **File - New**. A dialogue box showing the **Document Setup** similar to Figure 1 will appear.

Here we can specify the page dimensions, orientation, margins, number of the pages etc. Set th inside margin to "1", all other margins to ".75" and the page size to "Letter".

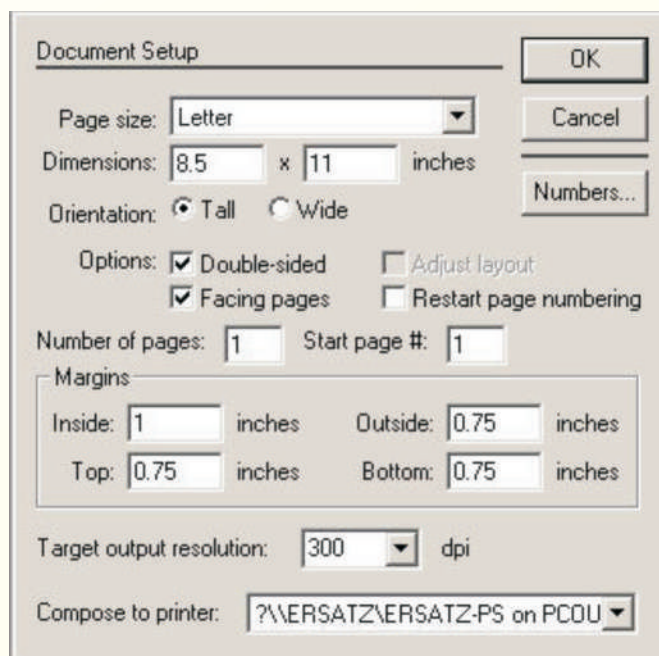


Figure 1



When done, click **OK**. We can return to this window by clicking on: **File u Document Setup**, and change or modify any of the settings at a later stage. We now have a new document open in PageMaker. The top and bottom boundaries of the page are indicated by pink lines and the left and right boundaries of the page are indicated by blue lines. We must be careful to remain within these boundaries at all times, i.e. we must place our graphics and text within these margins.

The Different Windows in PageMaker

A number of windows are open in the default PageMaker window. Below image shows them with their names. We will touch upon them briefly as all these windows provide us with important tools.

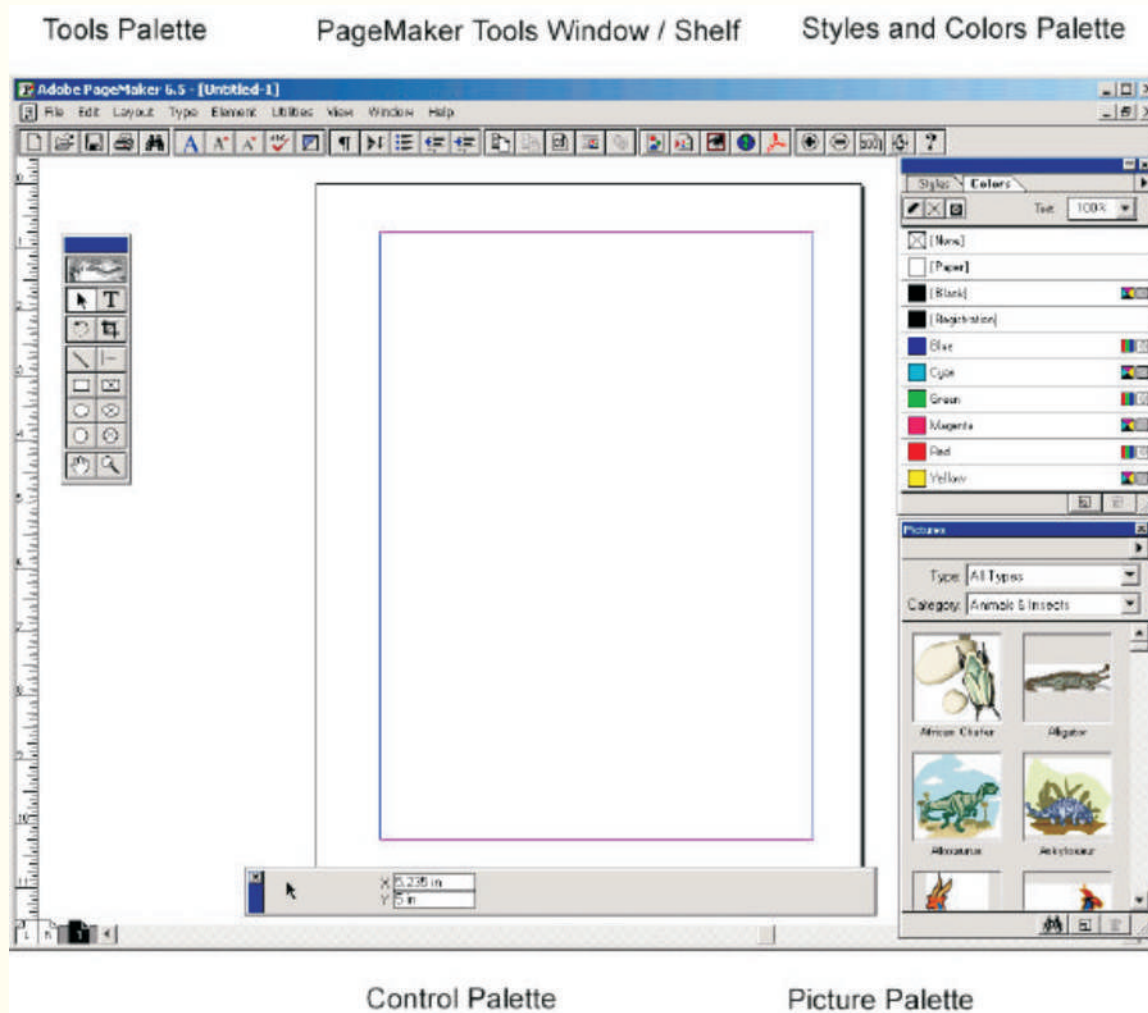
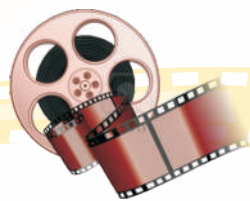


Figure 2



1. **Tools Palette:** this window displays tools that are used for drawing, entering and editing text, selecting and dragging objects on the page and zooming in and out of the page. We have to click on a particular tool icon to select that tool.
2. **PageMaker Tools Window:** this window can also appear as a shelf on the top of the main PageMaker window as shown in Figure 2. It displays additional PageMaker tools as convenient icons.
3. **Control Palette:** this window is used for making precise changes to text and graphics.
4. **Styles and Colors Palette:** this window displays the predefined paragraph styles and colors.
5. **Plug-in Palettes**, e.g. Picture Palette: this window contains the links to readymade graphic images that can be inserted into the document. We can minimize these windows at any time if the screen gets too cluttered. They can be maximized selectively for a less cluttered screen and more efficient work.

How to Insert an Image into a PageMaker Document

Now that we have a new document open and are familiar with the different windows we will start by making a cover page for the report, consisting of the title and a small logo. The logo can be drawn using graphic elements like squares, circles and lines or can be an existing image. To insert any image in a PageMaker document we have to “place” it in the document. For this, go to **File u Place**. A dialogue box prompting you for the location of the image file to be inserted Appears

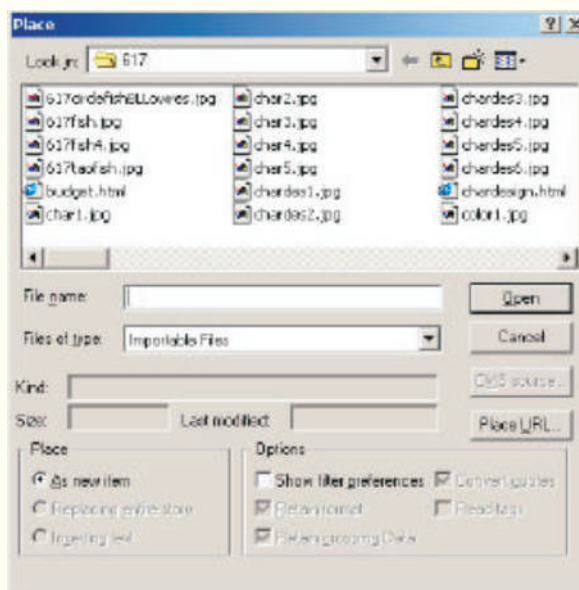


Figure 3





1. **Placing the image :** Locate and open the image file you want to place in the document. The pointer changes to a loaded graphic icon. Position the graphic icon where you want the upper left corner of the graphic to appear and click on the page to place the image. There are eight square graphic handles displayed at the corners and edges of the image indicating the image is selected.
2. **Resizing the image:** The graphic handles at the corners and edges of the image make it possible to resize the image horizontally, vertically or both. To resize the image select the image, then select the pointer tool in the Tools Palette. Click on one of the corner handles and drag towards the center of the image to reduce its size. We can drag the corner handle anywhere on the page and the graphic will get resized accordingly. To scale the image proportionately, hold down the **Shift** key and then drag the handle.
3. **Moving the image:** To move the image, with the pointer tool selected in the Tools Palette, Click in the center of the image until the pointer changes to an arrowhead. With the mouse button still held down, drag the image to any location on the page. For our report we will place this logo near the bottom-right corner of the page. To move the image horizontally or vertically in a straight line hold down the **Shift** key and then drag. Now that we have an image placed on the cover page of our report (Figure 4) we will add some text and graphic elements (squares, circles etc.) and complete the cover.

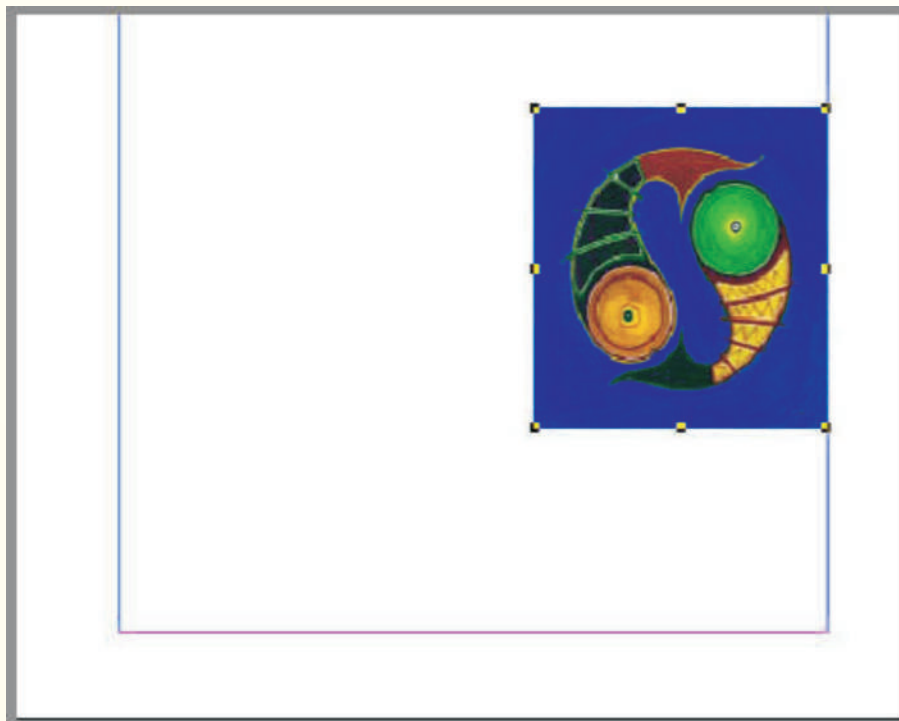
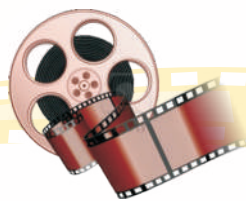


Figure 4

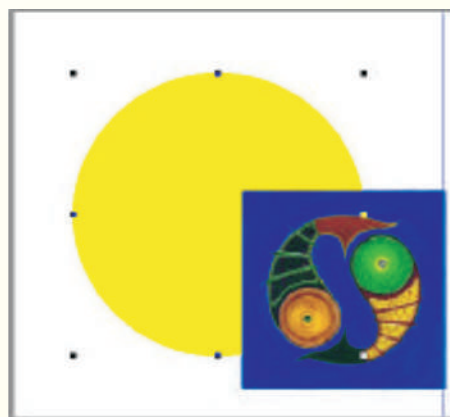
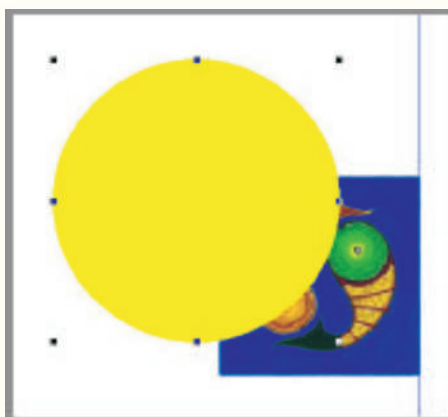




How to Draw Graphic Elements

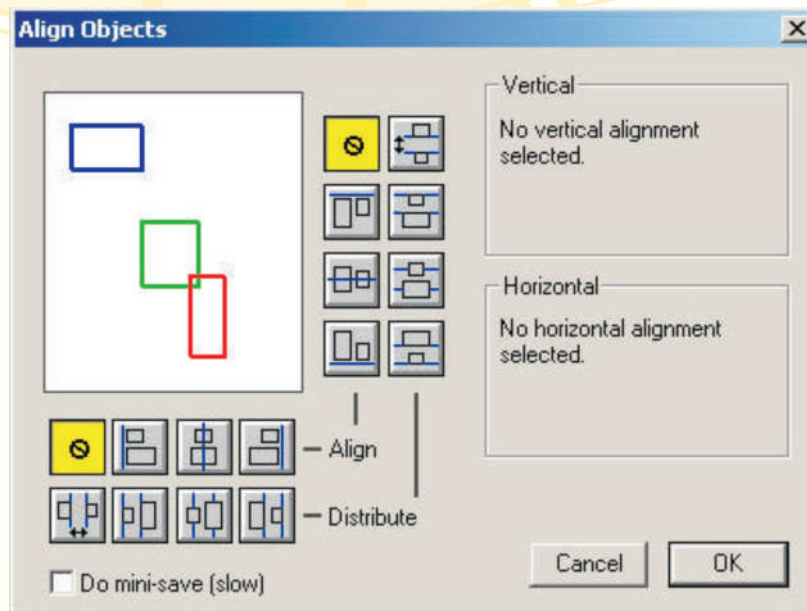
The logo can be completed by drawing graphic elements like squares, circles and lines. We will make a circle and place it behind the image already on the cover.

1. To draw the circle go to the Tools Palette and click on the circle tool (or the ellipse tool). The pointer changes to a crosshair icon.
2. We can make the circle by clicking on the page and holding down the **Shift** key as we drag. Clicking on the circle displays the graphic handles around it, indicating it is selected.
3. To scale the circle up or down drag the graphic handles on the page.
4. To move the circle around the page, select the circle, click anywhere within the boundaries of its eight handles and drag it around the page.
5. To change the color of the circle, go to the Colors Palette and choose the desired color. Here we have chosen yellow as the circle's color.
6. To bring to circle on top of the image already placed on the page, drag it on top of the image with the left mouse button.
7. To make the circle go behind the image go to **Element u Arrange u Send to back**. Now the circle lies behind the image

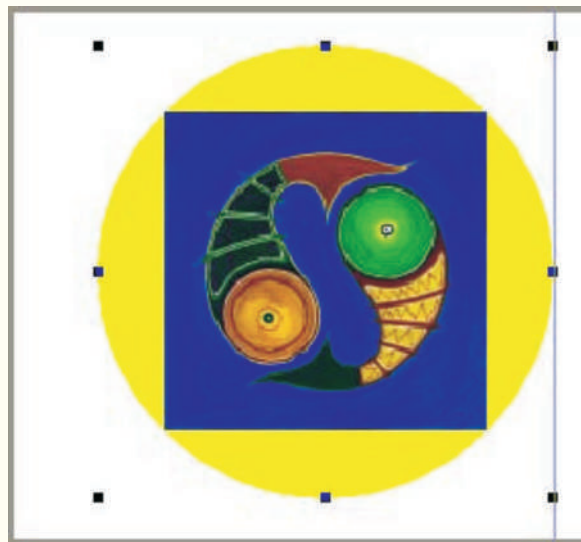


8. To align the image and the circle in a certain manner with respect to each other select both the circle and the image and go to **Element u Align Objects**. A window similar to Figure 7 will appear. The red, green and blue rectangles shown in the white box in this window shows a preview of how the chosen objects are currently placed with respect to each other. We can choose from the various **Align** and **Distribute** buttons to get the result you want.



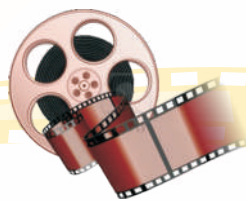


9. After getting the right alignment click **OK**. We now have the circle perfectly centered behind the image as shown in Figure 8. This was done using the horizontal and vertical alignment



Similarly we can draw the other basic geometric shapes given as options in the Tools Palette. By default the shapes drawn are filled. If we want the shapes to be simple outlines we can go to **Element u Fill u Paper**. Going to **Element u Fill u Solid** creates a filled solid once again. Select the shape and try out the other options listed under **Element u Fill** and **Element u Stroke** for interesting effects.



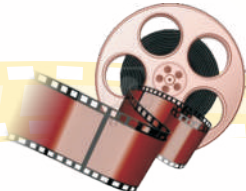


How to Work with Text

Text can be inserted into PageMaker documents in numerous ways. One way is typing it directly in the document. Other ways include inserting text created in other word-processing applications such as Word, Word-Perfect etc. or copying and pasting text from other sources on the computer. For creating the caption of our report we will type it directly in PageMaker instead of importing it from elsewhere.

1. Select the Text tool from the Tools Palette and click it anywhere on the page to establish an insertion point. A blinking cursor appears and we can now type in the caption. The typed text may appear too big or too small for the cover page depending on the text settings. We can change the size, face, spacing and style etc. of the font by changing the options in the Control Palette.
2. We can also change the font by going to **Type u Font**.
3. We can change the font size by going to **Type u Size**.
4. We can change the font style by going to **Type u Type Style**. Check out all the other options available under **Type** for playing around with the look of the text and getting the desired look.
5. To change the color of the text, select the text and click on the color of your choice in the Colors Window. We can have the text in different tints of the chosen color, too. To do this, select the part of the text you want in a different tint and go to the drop-down box that says **Tint** in the Colors Palette. Choose a tint of, say, 40% of the original color. We will notice the tint of the chosen text lightens considerably. In Figure 9, the text has two different colors and two different tints for the blue color.

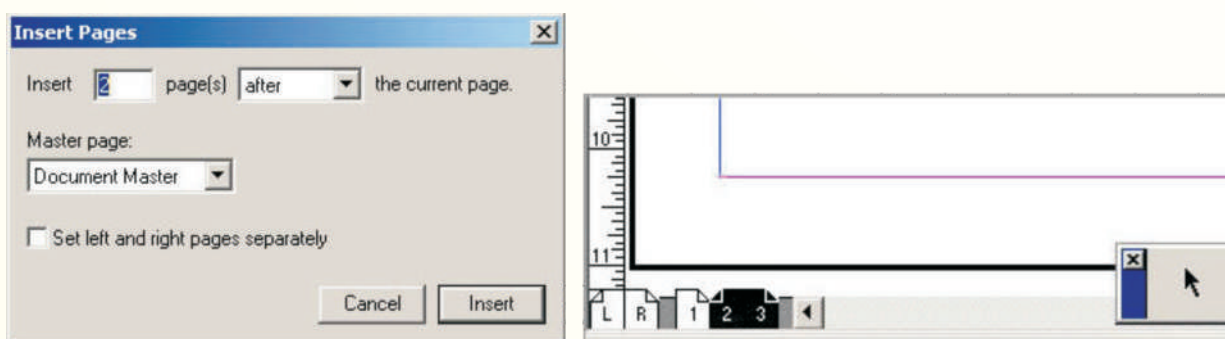




How to Insert More Pages in the Report

Now that we are done with the cover page of the report we will add more pages and content to it.

1. To add more pages go to **Layout u Insert Pages**. A dialogue box similar to Figure 10 will appear. Here we can specify the number of pages we want to add to the report. If we are not sure of the final number of pages we will have in the report we can always repeat this process to add more pages. We will add 2 more pages to the report after the current page. We have the option of adding pages before or after the current page, as shown in



Now the number of pages has increased to 3 and this is indicated at the bottom bar in the PageMaker window .

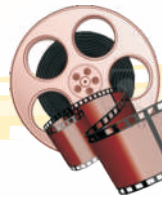
2. By right clicking on any page selected in this bar and clicking on “Remove Pages” we can remove the page. The remaining pages get renumbered automatically.

How to Work with Columns

Now that the cover page is done, we will make two columns in the following page and insert text and graphics into it.

1. Go to **Layout u Column Guides**. A window similar to Figure 12 will pop up. Here we can specify the number of columns and the spacing we want between the columns.





Column Guides [X]

Both

Number of columns:

Space between columns: inches

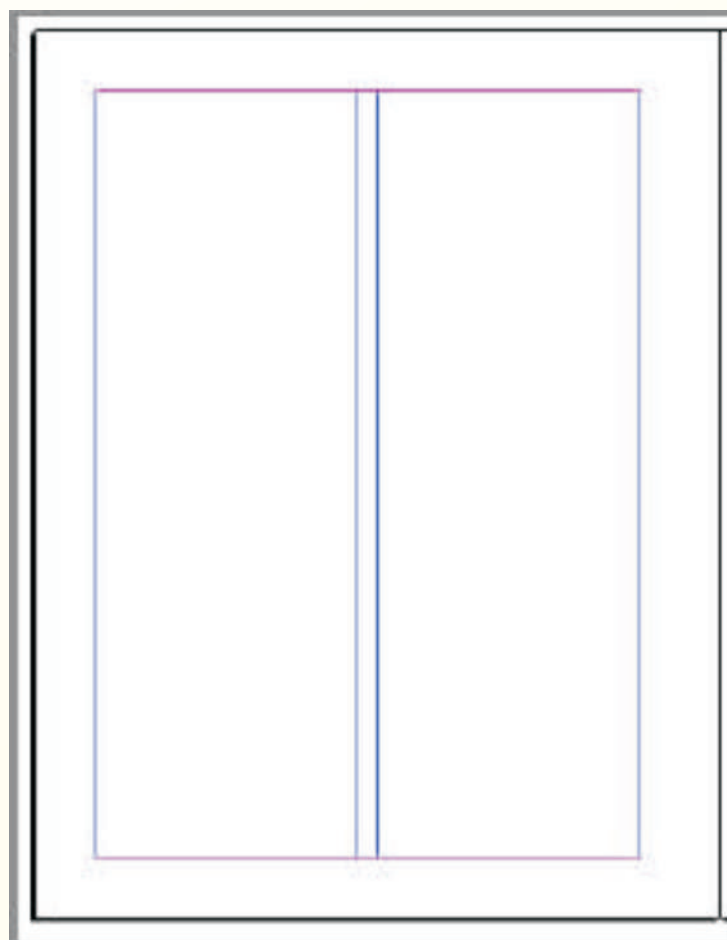
☐ Set left and right pages separately

☐ Adjust layout

OK

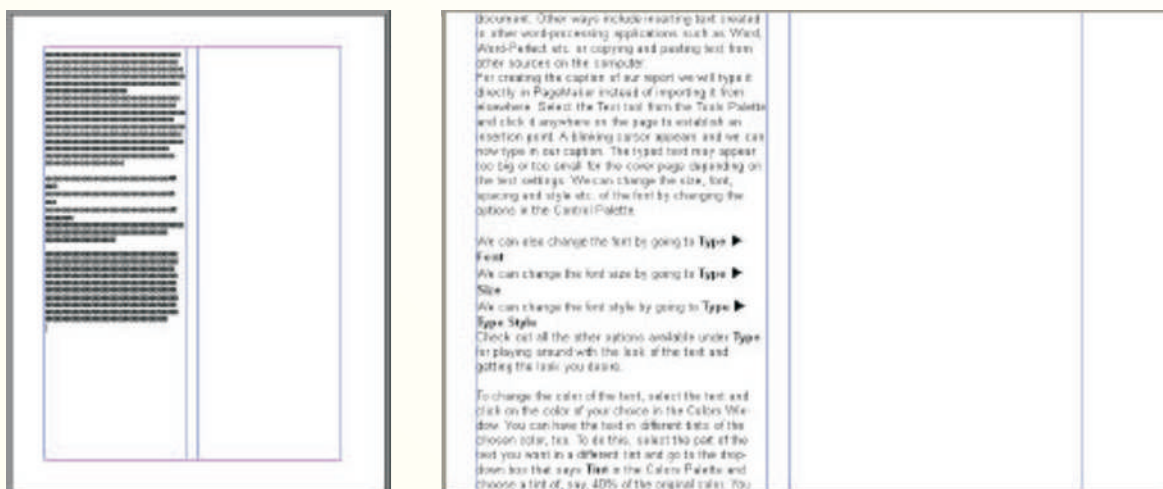
Cancel

Specify the number of columns as 2 and the spacing between the columns as .25 inches. The page layout changes and now looks like Figure 13. PageMaker will place text only within the specified columns.





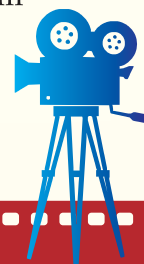
2. We can also place text into a PageMaker document from any other word processing application. For instance, create a document in Microsoft Word and copy the text you want in the report by selecting the text and pressing **Ctrl + C**. Now click anywhere within the column bounds in the PageMaker document, and paste the text there by going to **Edit u Paste** or by pressing **Ctrl + V**. The selected text gets pasted into the column and now our page looks like Figure 14.
3. The text is not easily readable at small fonts, but what we are seeing on the PageMaker screen is not the actual size of the text. To see how the text will actually look go to **View u Actual Size**. Now the text looks like Figure 15. This is the actual text size and if we want to change it we can do so by selecting the text tool in the Tools Palette, selecting the text we want to resize and changing its size in the Control Palette.

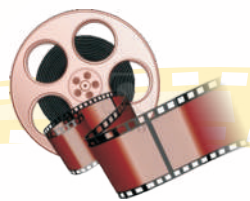


4. Another way of inserting text into a PageMaker document is to “place” a text file in it. Go to **File u Place**. A dialogue box that looks like Figure 16 will appear. We choose the text file we want to put into the document and click **Open**.

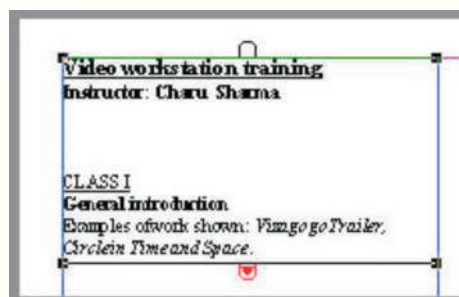
The pointer changes to a loaded graphic icon. We position the graphic icon within the bounds of the column where we want the text to begin and click on the page to place the image. The “placed” text shows up as in Figure 17.

5. We will notice a small red triangle where the text box's bottom window handle should be. This indicates that there is more text in the block that has not been placed on the page or pasteboard. To see this extra text we need to click on the red arrow and drag it downwards (or upwards if the red triangle is out of the column bounds). The extra text will immediately appear in the column.





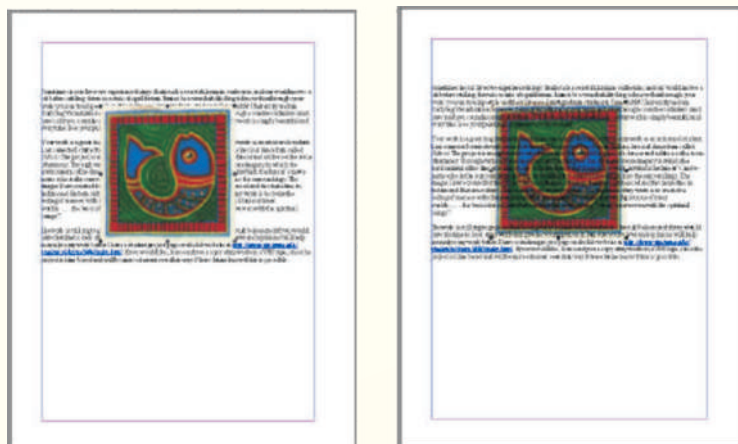
6. If we pull the red triangle to the bottom boundary of the column and it still remains red, it indicates that there is still some more text to be placed. To place this text we click once on the red triangle. The pointer changes to a loaded graphic icon again. Now we can position this graphic icon at the top left corner of the next column. On clicking, the remaining text gets placed there.
7. To place larger amounts of text in the PageMaker document, or to have text flow automatically into the next column, we can activate the **Autoflow** option. For this go to **Layout u Autoflow**. To turn Autoflow off go to **Layout u Autoflow** again.



How to Wrap Text Around an Image

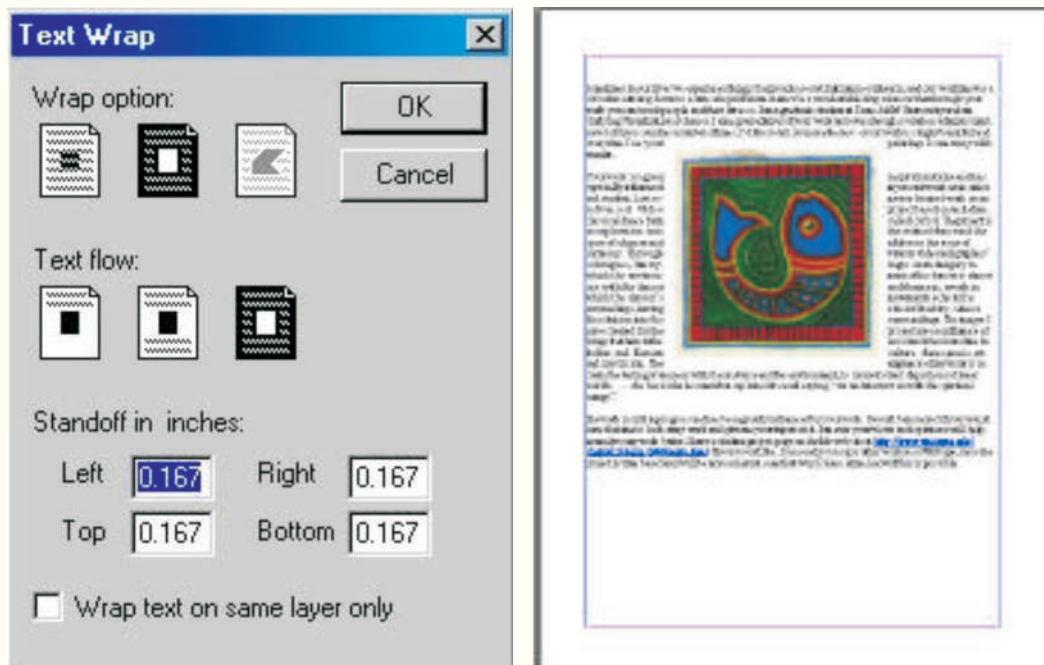
One of the most useful features of PageMaker is wrapping text around graphics in various ways.

1. Insert a new page with one column in the PageMaker document (by default the number of columns in an inserted page is 1). Paste some text on the top of the page and then place any image on the page on top of the text. The image lies on top of the text, and hides the text below it, as shown in Figure 18. We can send the image behind the text by going to **Element u Arrange u Send to back**. Now the image is behind the text as shown in Figure 19.

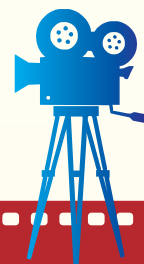




- To get both the text and the image to show up and have the text wrap around the image, click on the selection tool in the Tools Palette. Select the image and go to **Element u Text Wrap**. A dialogue box similar to Figure 20 comes up. This Text Wrap dialogue box lets us specify how we want the text to flow around the graphic boundary of the selected object. It also gives us options for the Standoff i.e. the distance between the text and the image after wrapping.



If we click on the second icon in this dialogue box (rectangular wrap) and click **OK** the text flows around the image as shown in above picture.



Chapter 3

Still Image

A Still Image

A still image is one of the components to be used in Multimedia. It could be a photographic image, a painting, a drawing.

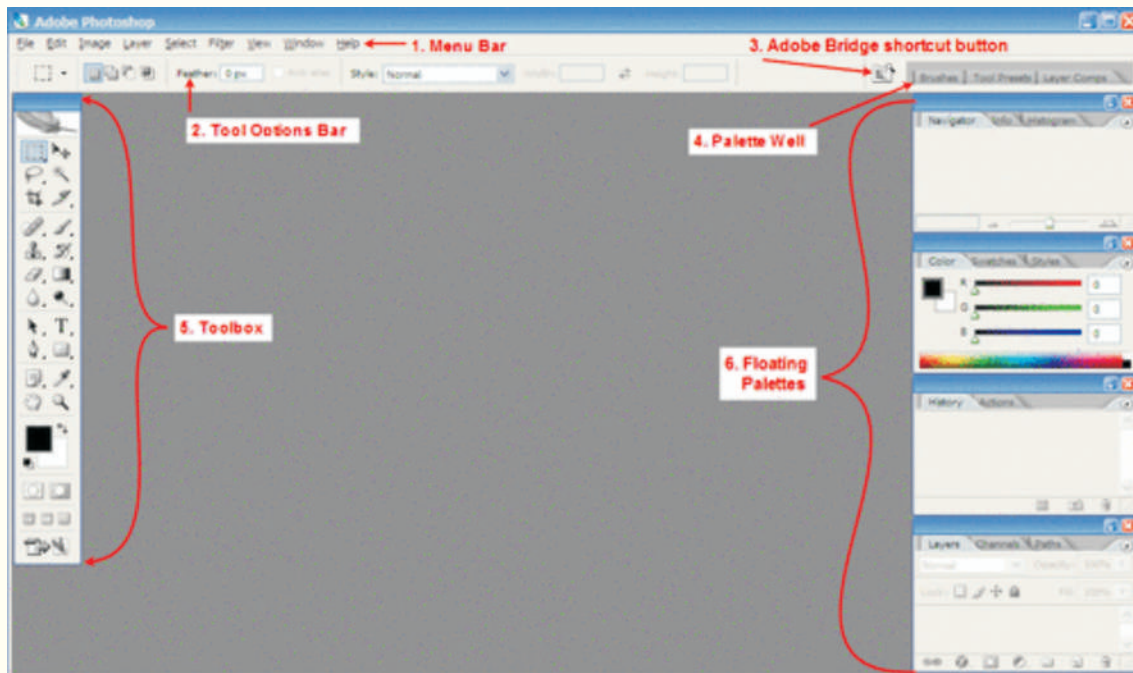
An image in Multimedia environment can be the starting point of a creative process. We take the original image in its original form and then process it in many ways in Software like Photoshop.

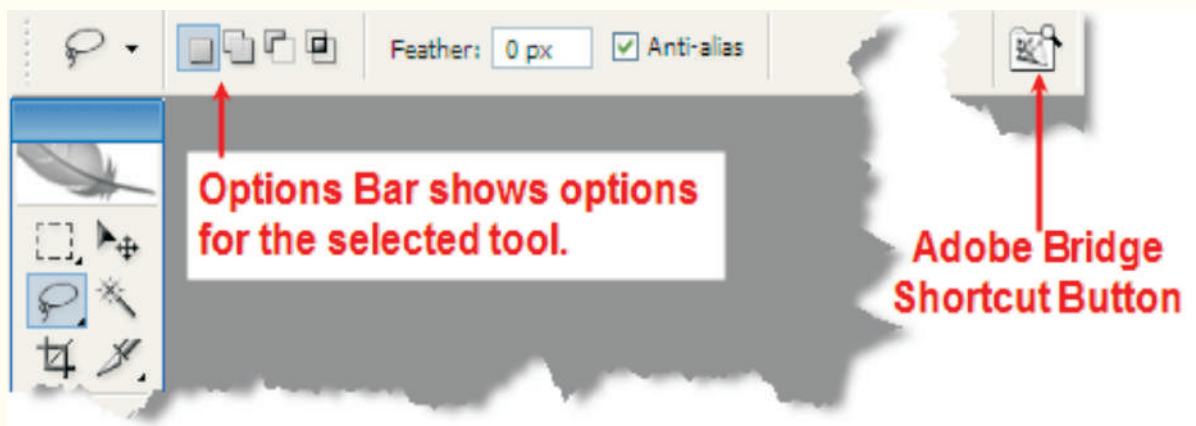
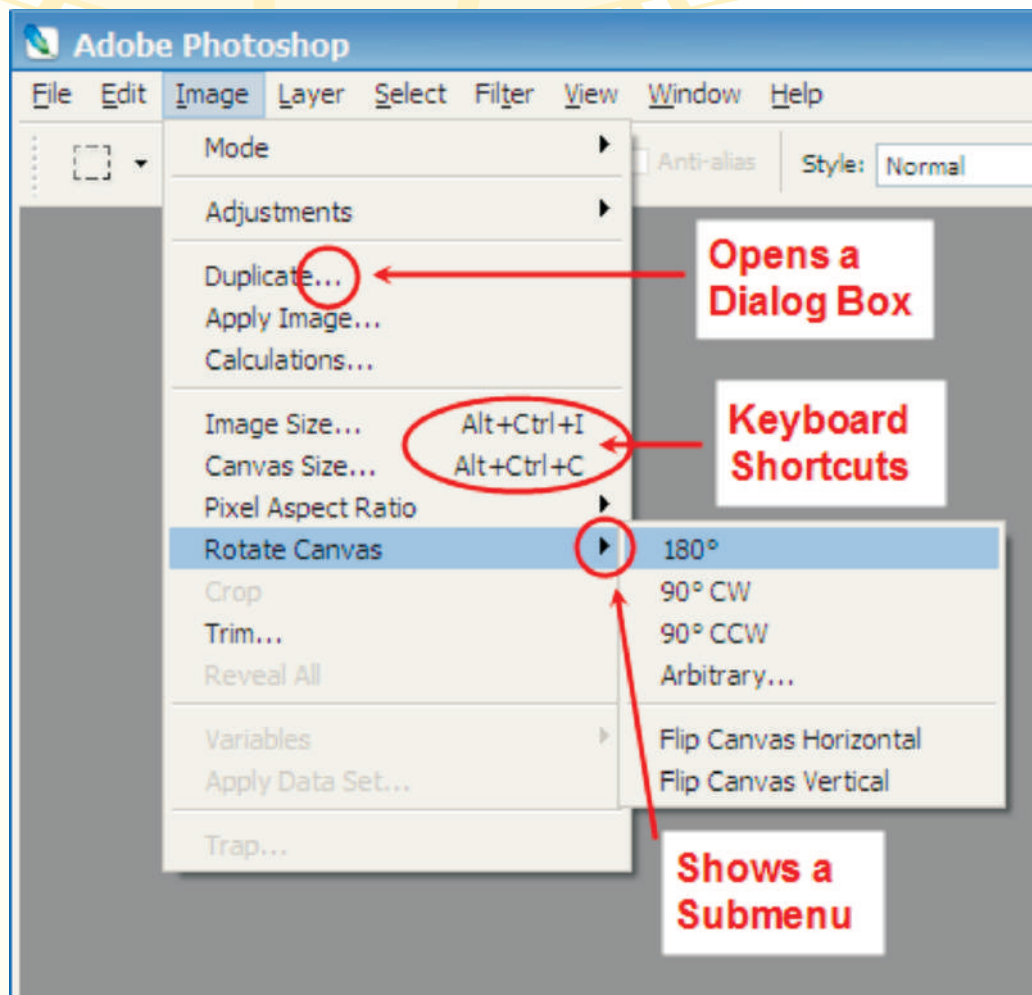
HERE IS TUTORIAL ON HOW TO USE VARIOUS FUNCTIONS OF THE PHOTOSHOP.

Photoshop Basics

(The images and description of each topic is taken from software manual)

1. Introduction to Interface

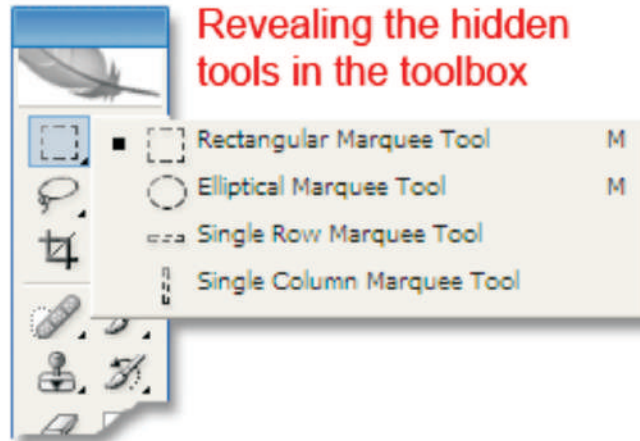




The Toolbox

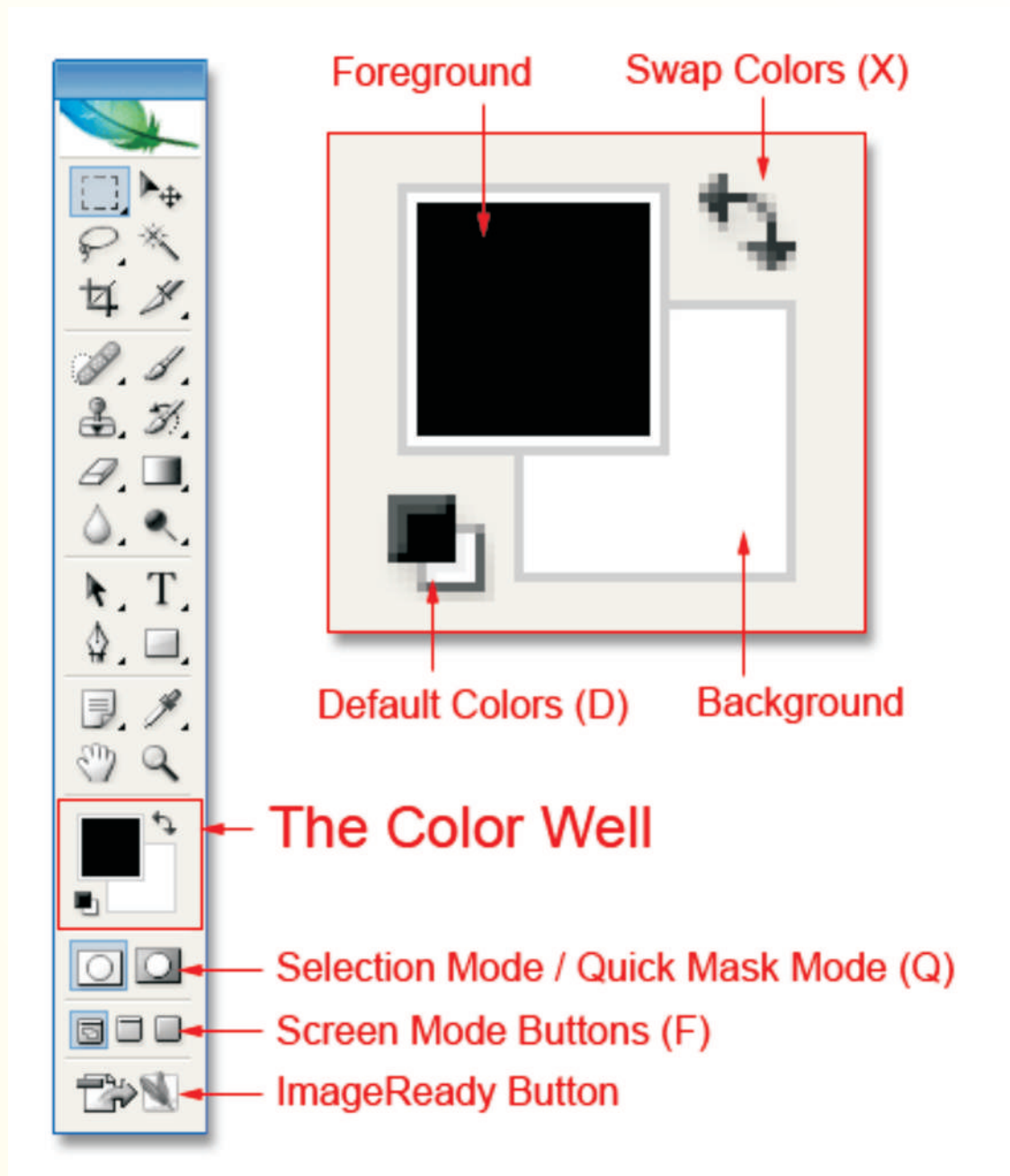
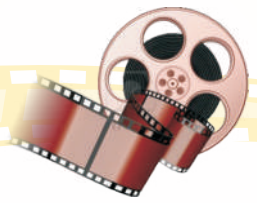
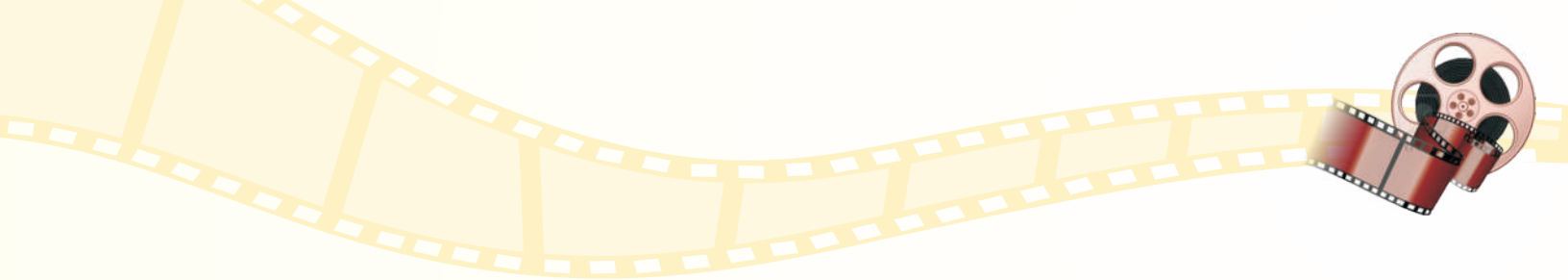


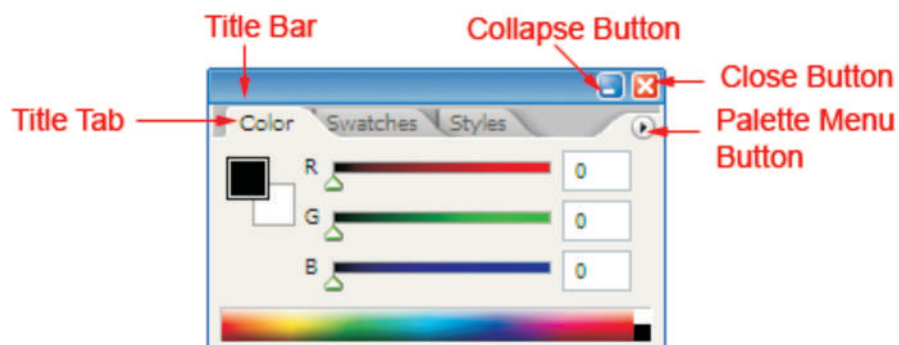
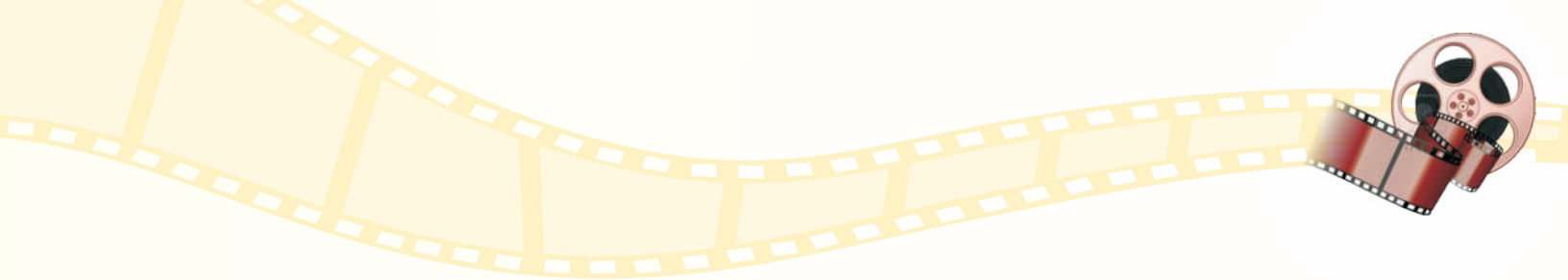
Revealing the hidden tools in the toolbox



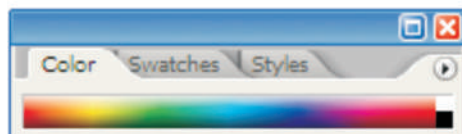
Hold your cursor over a tool for the tool name and keyboard shortcut.



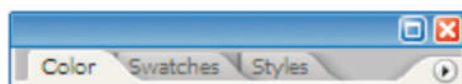




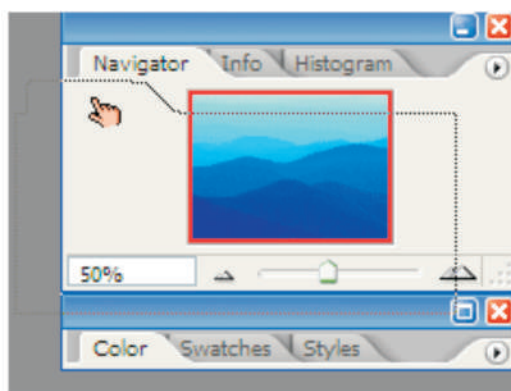
The Color palette expanded and grouped with the Swatches and Styles palettes.



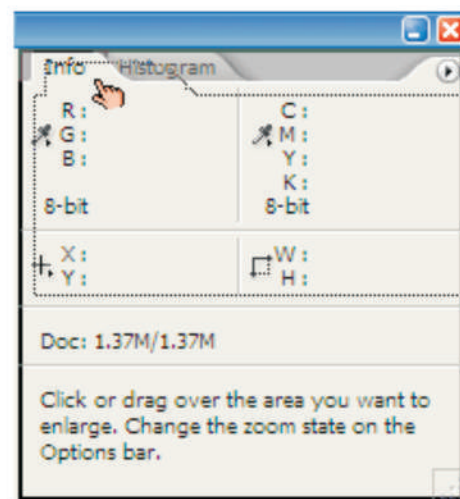
The Color palette partially collapsed. Only the color ramp shows.



The Color palette completely collapsed.

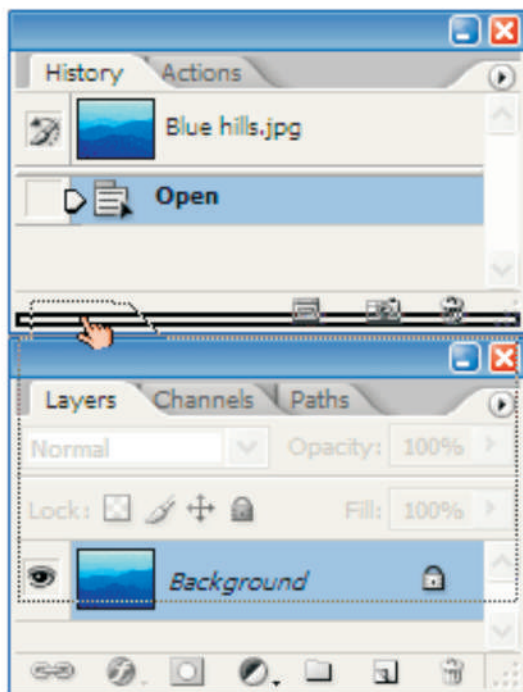
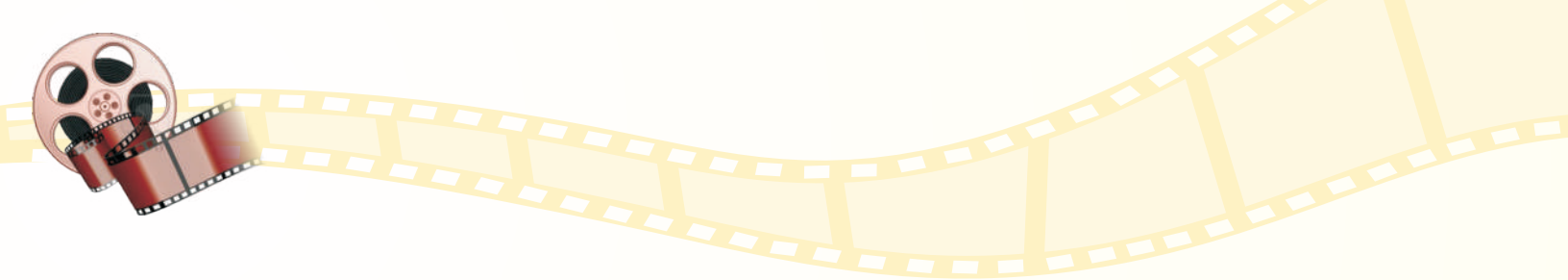


Ungrouping a palette.



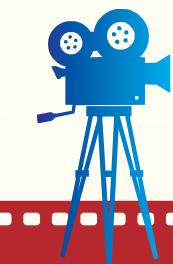
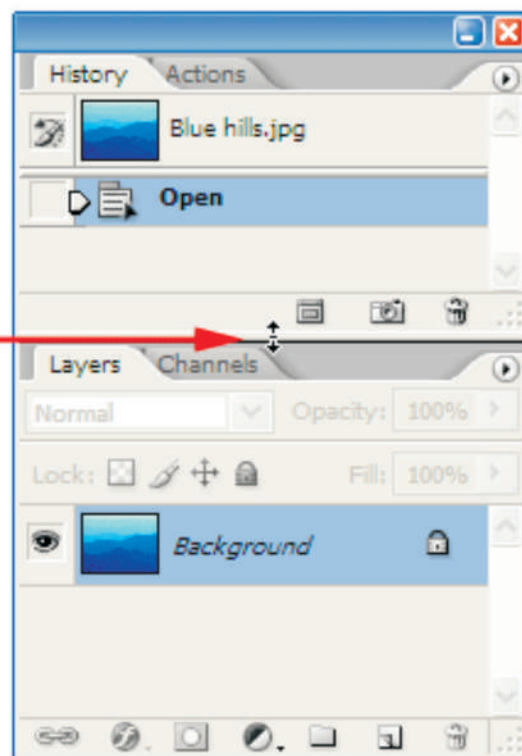
Grouping a palette

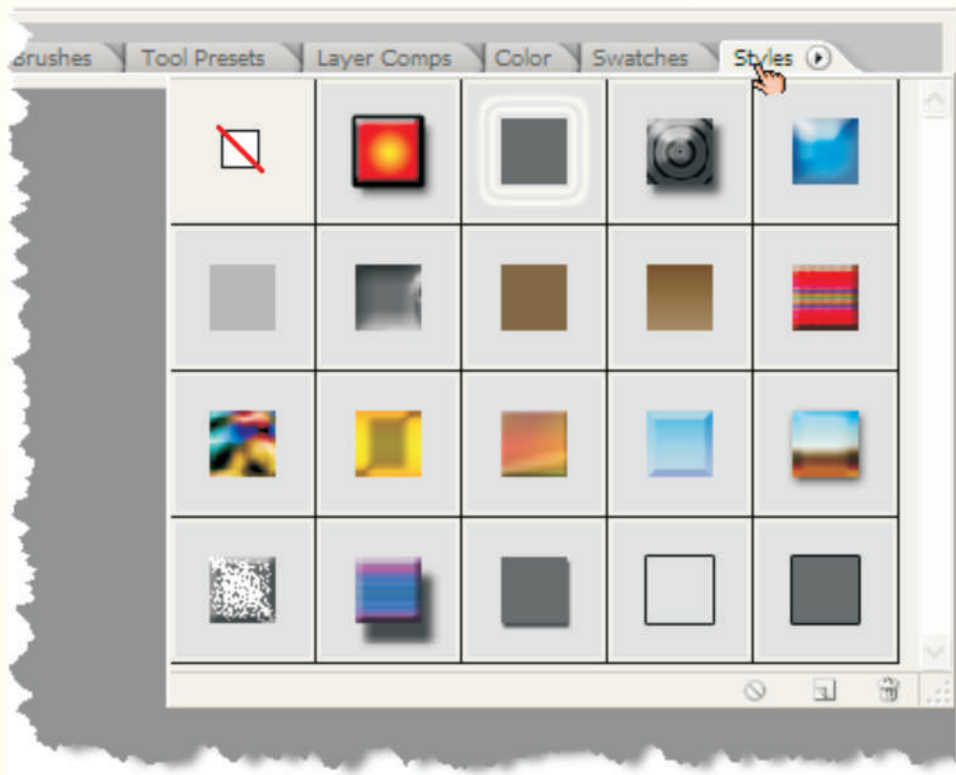
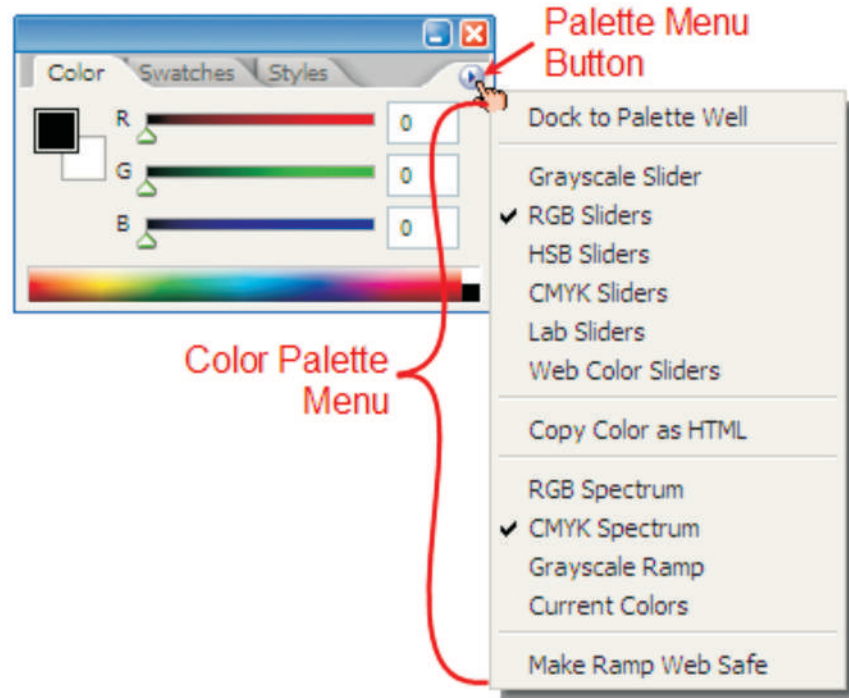


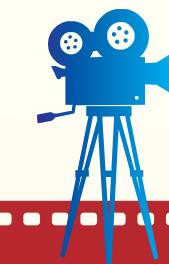
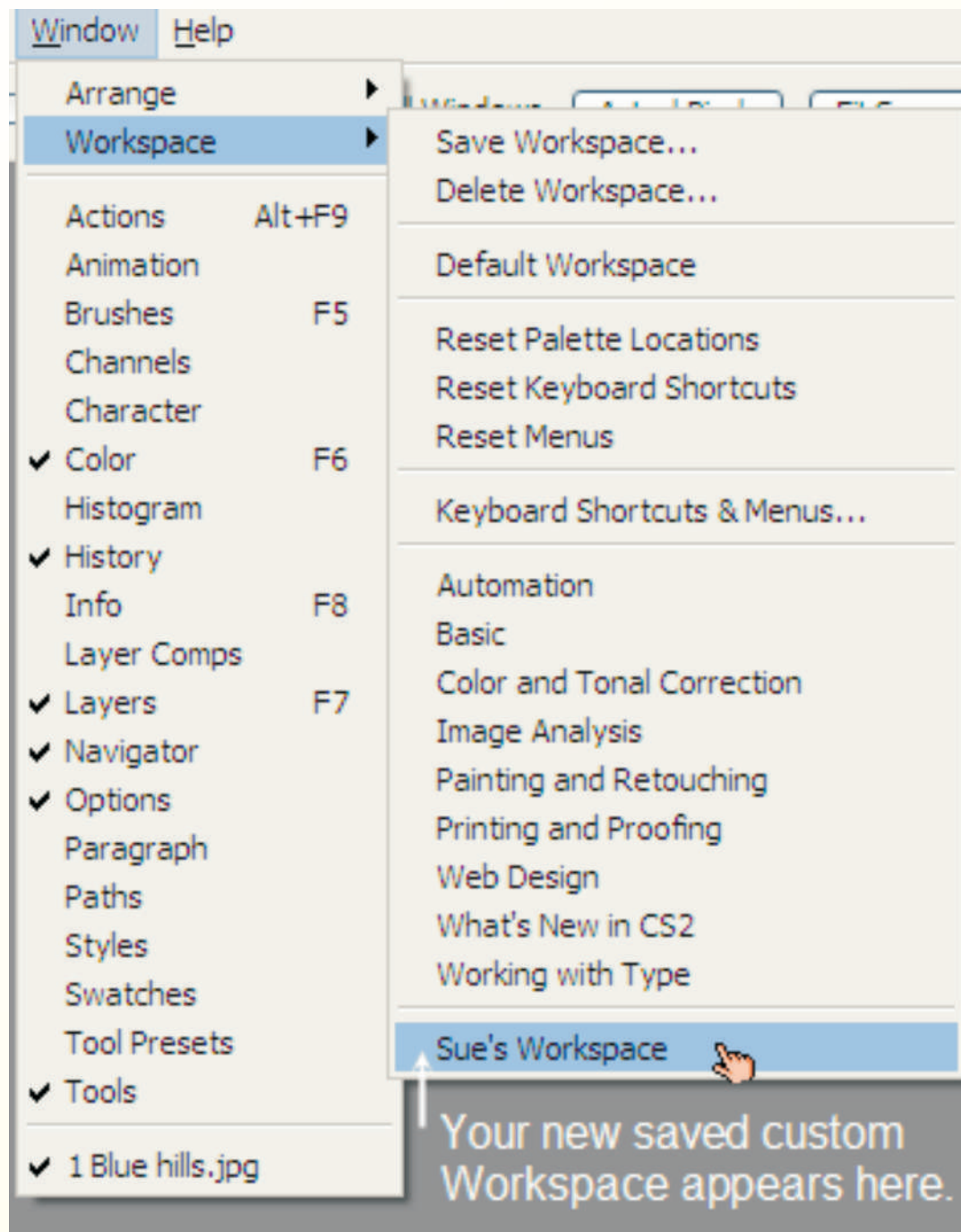
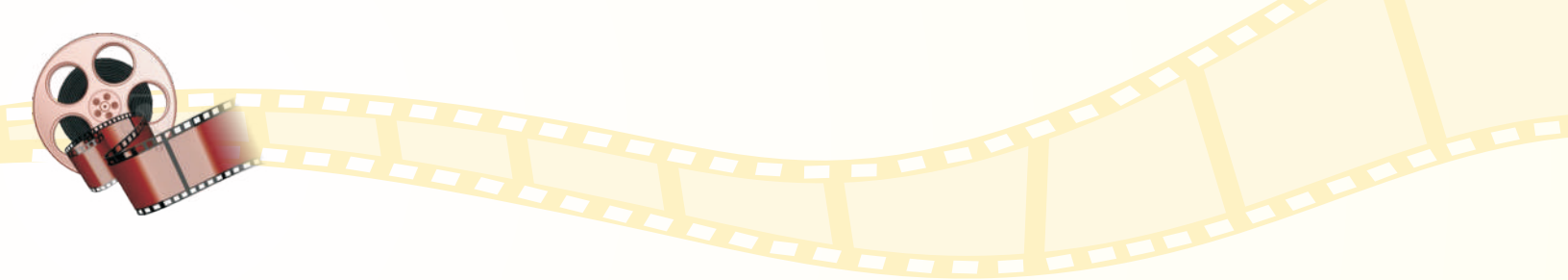


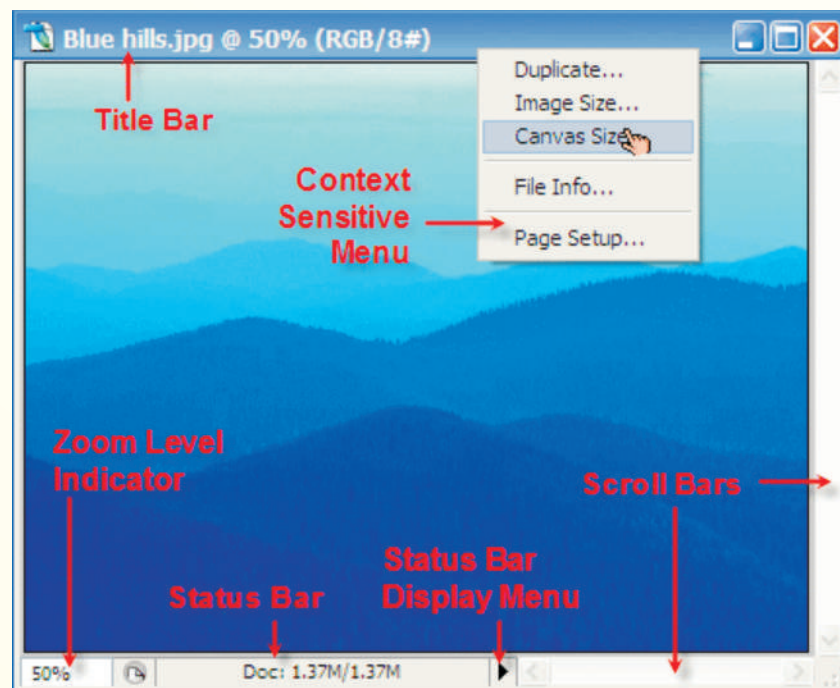
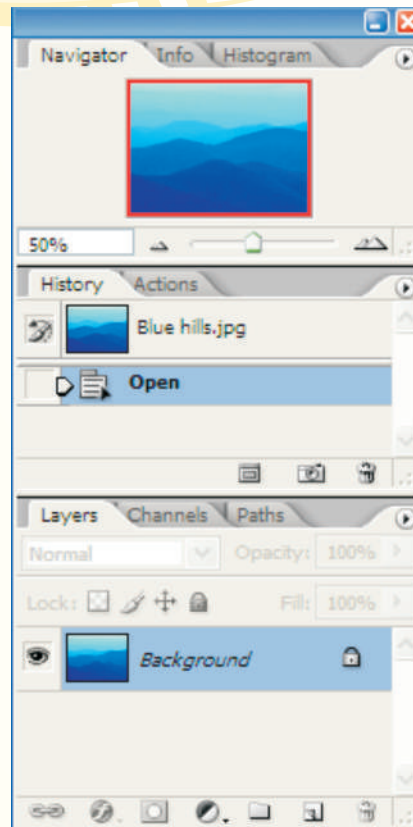
To join palette groups, watch for the narrow outline at the bottom edge of the target palette.

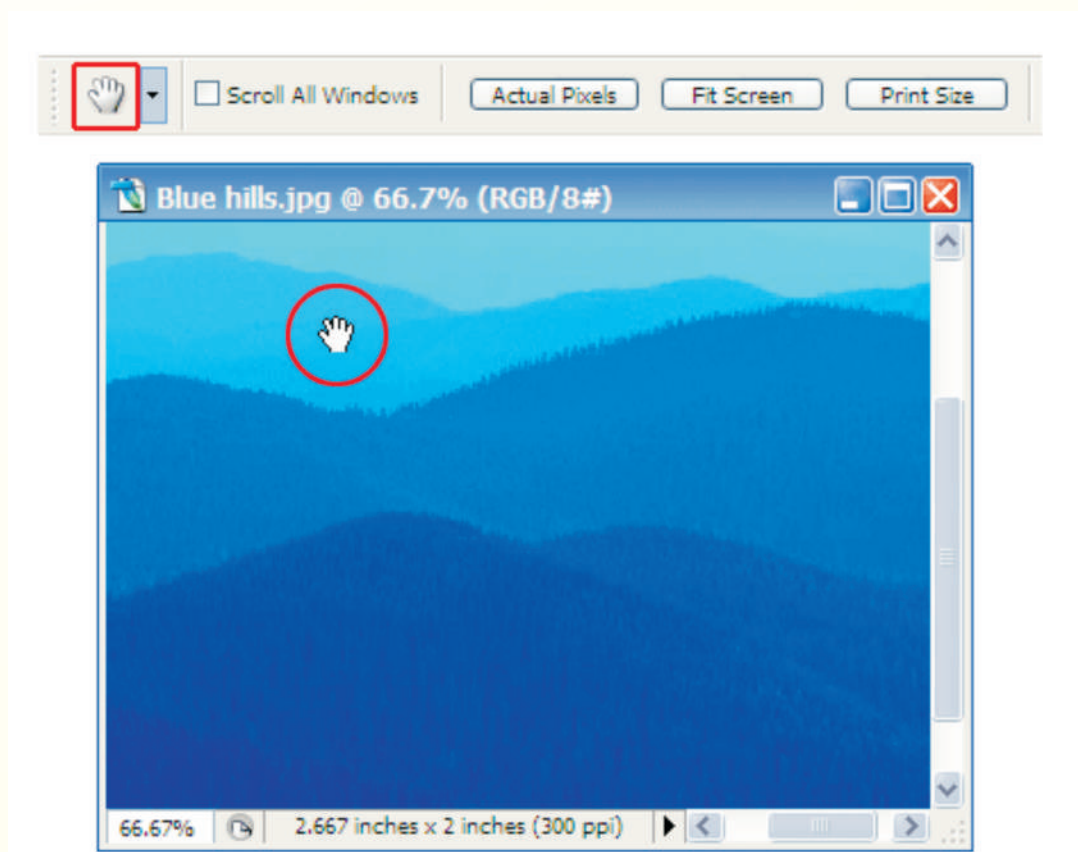
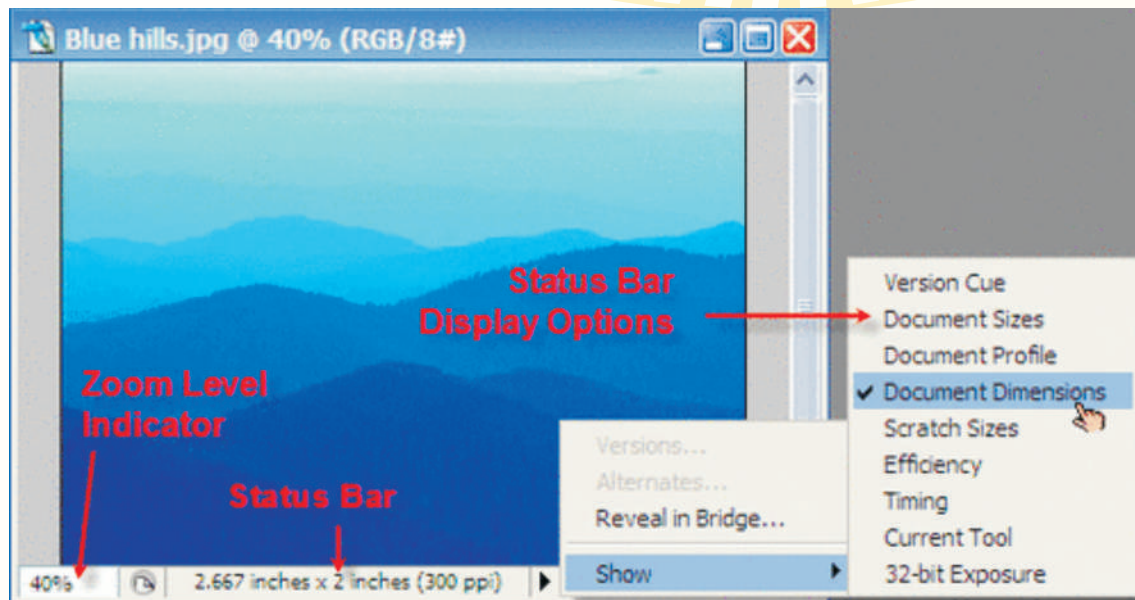
After joining palette groups, each section can be resized by dragging the divider bars.

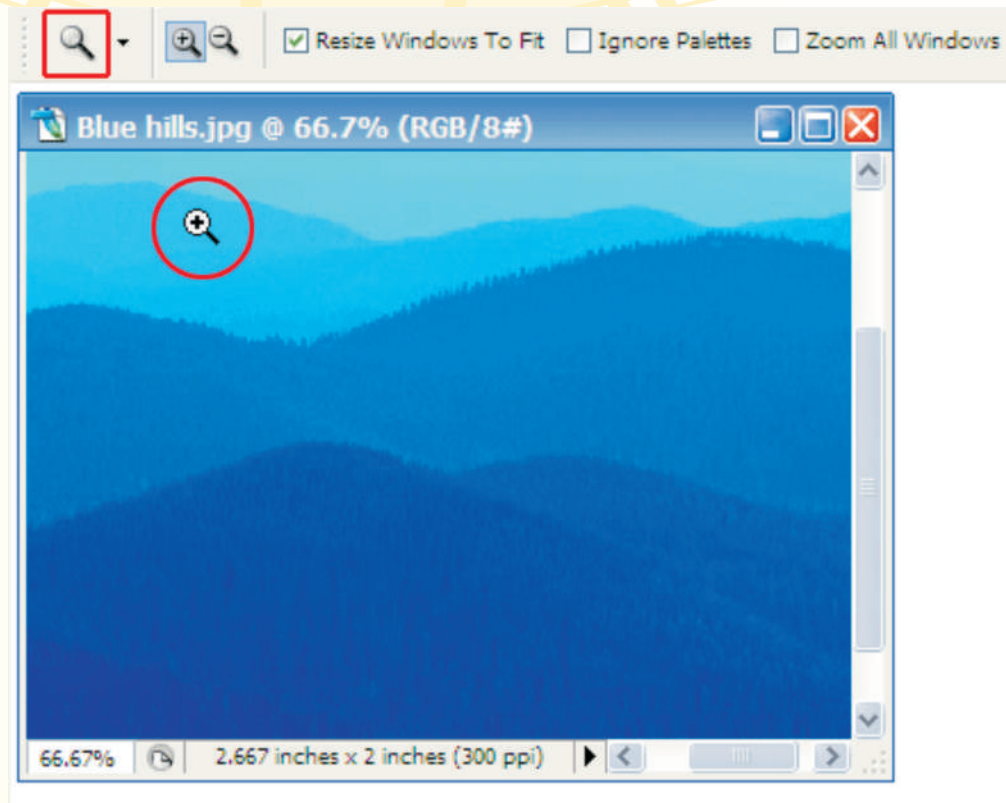












1. Photoshop Tool Basics



Rectangular Marquee Tool (M)

This tool is used to make selections on your image, in a rectangular shape. This changes the area of your image that is affected by other tools or actions to be within the defined shape. Holding the [Shift] key while dragging your selection, restricts the shape to a perfect square. Holding the [Alt] key while dragging sets the center of the rectangle to where your cursor started.



Move Tool (V)

This tool is used to move objects. Usually you use it to move a Layer around after it has been placed. Hold the [Shift] key to limit the movements to vertical/horizontal.





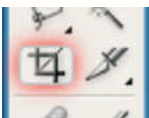
Polygon Lasso Tool (L)

This tool is used to draw selections in whatever shape you would like. To close the selection, either click on the beginning point (you'll see the cursor change when you're on it), or just double-click. When holding the [Ctrl] key, you'll see the cursor change, and the next time you click, it will close your selection.



Magic Wand Tool (W)

This tool is used to select a color range. It will select the block of color, or transparency, based on wherever you click. In the Options Bar at the top, you can change the Tolerance to make your selections more/less precise.



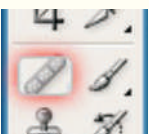
Crop Tool (C)

The Crop Tool works similarly to the Rectangular Marquee tool. The difference is when you press the [Enter/Return] key, it crops your image to the size of the box. Any information that was on the outside of the box is now gone.



Slice Tool (K)

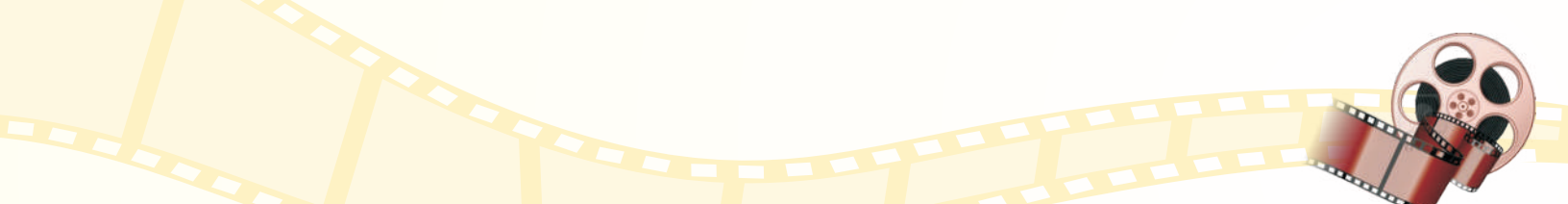
This is used mostly for building websites, or splitting up one image into smaller ones when saving out.



Healing Brush Tool (J)

This tool repairs scratches and specs on images. It works like the Brush tool (see below).





You choose your cursor size, then holding the [Alt] key, you select a clean area of your image. Let go of the [Alt] key and paint over the damaged area. It basically copies the info from the first area to the second, in the form of the Brush tool. It averages the information to blend with the existing image.



Brush Tool (B)

This tool paints your image with whatever color you have selected, and whatever size you have selected. There's a lot of options for it, but this is basic, so you don't get to learn them.



Clone Stamp Tool (S)

This tool directly copies information from the first selected area to the second. It is similar to the Healing Brush Tool (see above) except this tool doesn't blend at the end.



History Brush Tool (H)

The History Brush tool paints with the information from whatever History state is selected. This tool works just like the Brush Tool (see above) except the information that it paints with is from the original state of your image. If you go to Window>History, you can see the History Palette.



Eraser Tool (E)

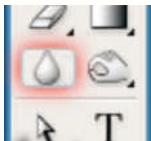
This tool erases information wherever you click and drag it. If you're on a Layer, it will erase the information transparent. If you are on the background layer, it erases with whatever secondary color you have selected.





Gradient Tool (G)

This tool creates a blending of your foreground color and background color when you click and drag it.



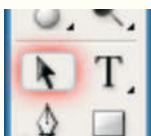
Blur Tool (R)

This tool blurs the image wherever you click and drag it. The more you click and drag, the blurrier things get.



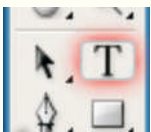
Dodge Tool (O)

This tool is used to lighten whatever area you use it on as long as it is not absolute black. Absolute black won't lighten.



Path Selection Tool (A)

You use this tool when working with paths. It's related to the Pen Tool (see below).



Horizontal Type Tool (T)

This tool creates text. You can click at a point and type. Or you can click and drag to make a bounding box of where your text/type goes.





Pen Tool (P)

This tool is used for creating paths. Paths can be used in a few different ways, mostly to create clipping paths, or to create selections. You use the tool by clicking to add a point. If you click and drag, it will change the shape of your path, allowing you to bend and shape the path for accurate selections.



Rectangle Tool (U)

By default this tool draws a rectangular shape. It fills the rectangle with whatever foreground color you have selected.



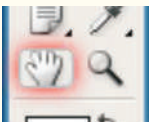
Notes Tool (N)

This is a digital post-it note. You can use this tool to add small little note boxes to your image.



Eyedropper Tool (I)

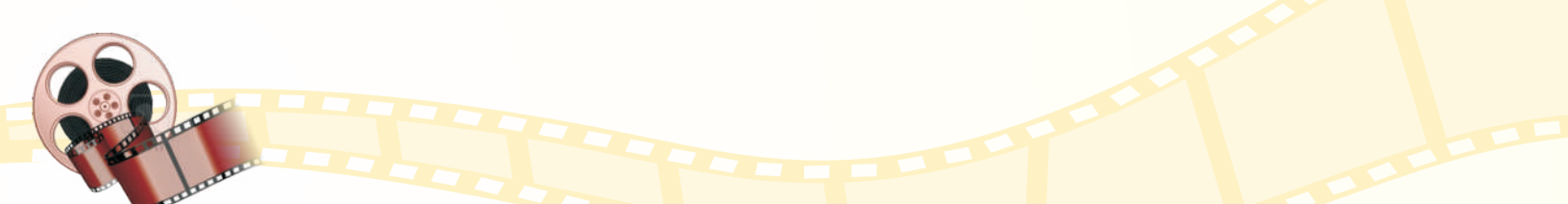
This tool works by changing your foreground color to whatever color you click on. Holding the [Alt] key will change your background color.



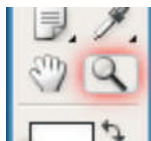
Hand Tool (T)

This tool is for moving your entire image within a window. So if you're zoomed in and your image area is larger than the window, you can use the Hand Tool to navigate around



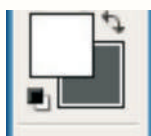


your image. Just click and drag. You can get to this tool at any time when using any other tool by pressing and holding the [Spacebar].



Zoom Tool (Z)

This tool allows you to zoom into your image. Hold the [Alt] key to zoom out. Holding the [Shift] key will zoom all of the windows you have open at the same time. Double-click on the Zoom Tool in the palette to go back to 100% view.



Color Boxes

These are your color boxes. Foreground (in the front) and Background (in the back). Click on either one to bring up the color select.





Chapter 4

Video Applications

What is Video?

VIDEO IS AN AUDIO-VISUAL DATA THAT CAN BE AVAILABLE IN ANALOGUE AS WELL AS DIGITAL FORMATS.

The video clips may be in various forms such as just visuals, visuals and sounds interlocked together, visuals, sounds and graphics etc. the video can be originally created or taken from a pre-existing source like existing films or TV programmes.

The video are to be made usable by computer, i.e, they have to be [converted] in to digital format. One can do it by means of software.. The computer reads a video clip as a series of still pictures called *frames*. Generally there are 15 to 25 frames per second to achieve a smooth movement. If we take less frames than this, the movement of the images will be smooth.

Latest video compression software makes it possible to compress the digitized video clips to its maximum. In the process, it takes less storage space. One more advantage of using digital video is, the quality of video will not deteriorate from copy to copy.

Great care has to be taken while digitizing the video from analog source to avoid frame droppings and distortion. A good quality video source should be used for digitization.

Recent software like Flash provides interesting possibilities of embedding video clips in one;s presentations.

LET US LEARN FROM A TUTORIAL ON THE SUE OF FLASH AS PRESCRIBED.

Timeline Motion Tween in Flash

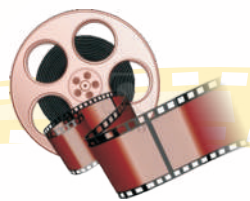
(The images and description of each topic is taken from software manual)

Flash can create two types of tweened animation using timeline:

Motion Tween &
Shape Tween

Creation of Motion/Shape tween using timeline is the basics of Flash.





Motion tween is nothing but tweening a Symbol's movement from one position to another. To implement Motion Tween all that you have to do is, provide Flash with Symbol's initial position and the end position. Rest is taken care by Flash. Isn't it really simple.

Select the first frame. Import your image onto stage, upon which you would want to implement motion tween.

File>Import>Import to Stage, or just press (Ctrl+R).

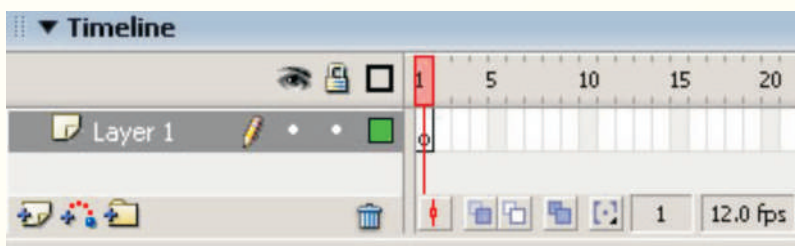
Or you can even draw your own object, you can either choose Rectangular tool or Oval tool from the tool box and draw your desired shape.

Please note:

1. You need to have Flash Player installed to view the Flash animation.
2. Flash must be installed in your system to download the .fla file.

Steps to follow:

- Open a new flash file (Ctrl+N).
New Document window will appear
Select General panel and choose Type: Flash Document . Press OK.
- If your timeline window is not open, press (Ctrl+Alt+T).
- Now you can see a single Layer called "Layer1" in your timeline Window.



- Select the first frame. Import your image onto stage, upon which you would want to implement motion tween.

File>Import>Import to Stage, or just press (Ctrl+R).

Or you can even draw your own object, you can either choose Rectangular tool or Oval tool from the tool box and draw your desired shape.

- Now select your object on the stage and press F8 to convert this image to a Symbol.





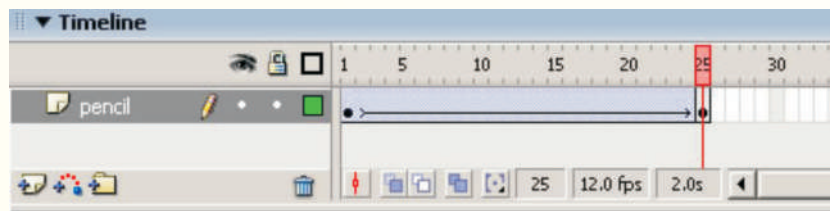
Convert to Symbol window will pop-up.

Name your Symbol what ever you like.

Select Graphic behavior and press OK.

Note: You can create motion tween only on symbols. So any object upon which you would want to implement motion tween, First convert the object to a Symbol.

- Right now your Symbol is in frame1 of Layer1. Select frame 20 and press F6 to insert a new keyframe.
- Still keeping playhead on frame 20, move your Symbol to any other position other than the present one.
- Select any frame between, 2 to 19 and select Motion from the tween pop-up menu in the Property inspector. Now your Layer will look something like the one shown below.

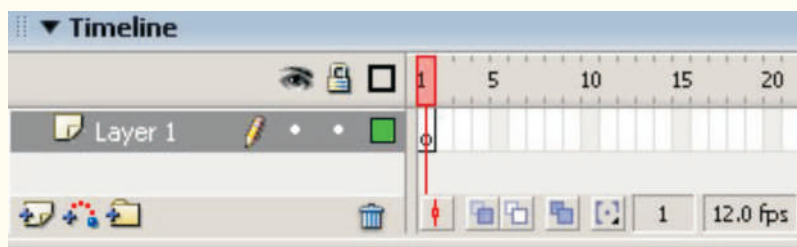


- Now press (Ctrl+Enter) to view your motion tween.

Shape Tween in Flash

Steps to follow:

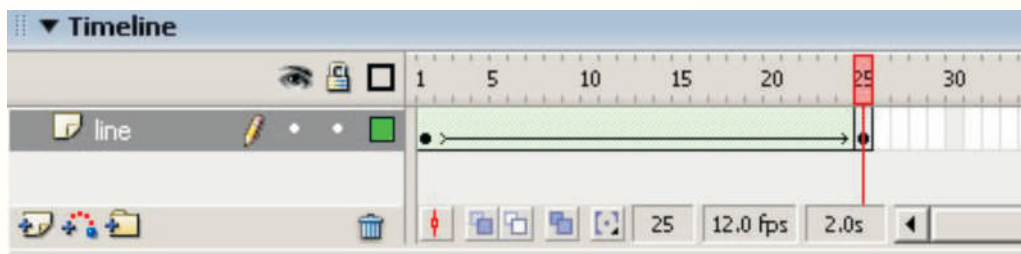
- Open a new flash file (Ctrl+N).
New Document window will appear
Select General panel and choose Type: Flash Document . Press OK.
- If your timeline window is not open, press (Ctrl+Alt+T).
- Now you can see a single Layer called "Layer1" in your timeline Window.



- Select the first frame. Now go to your working area and draw any object. To start off with, may be you can draw a circle. This is going to be your initial object. In the above demonstration, my initial object is a short line.
- Select frame 20 and press F6 to insert a new keyframe.
- Still keeping playhead on frame 20, delete the object present in your working area. Now draw a different object, may be a square.

In the above demonstration, I have drawn a long line.

- Select any frame between, 2 to 19 and select Shape from the tween pop-up menu in the Property inspector. Now your Layer will look something like the one shown below.



- Now press (Ctrl+Enter) to view your shape tween.

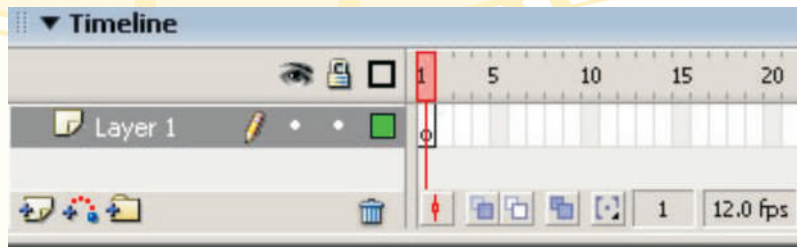
In the above tutorial, you learnt how to create a simple shape tween. Believe me, using this logic you can create a number of beautiful things. Here is a simple example just to trigger your creativity.

Working with Layers in Flash

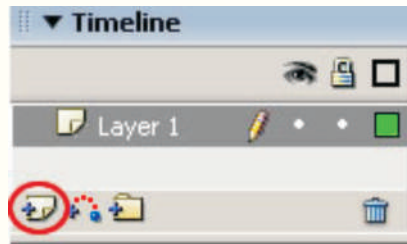
Steps to follow:

- Open a new flash file (Ctrl+N).
New Document window will appear
Select General panel and choose Type: Flash Document . Press OK.
- If your timeline window is not open, press (Ctrl+Alt+T).
- Now you can see a single Layer called "Layer1" in your timeline Window.

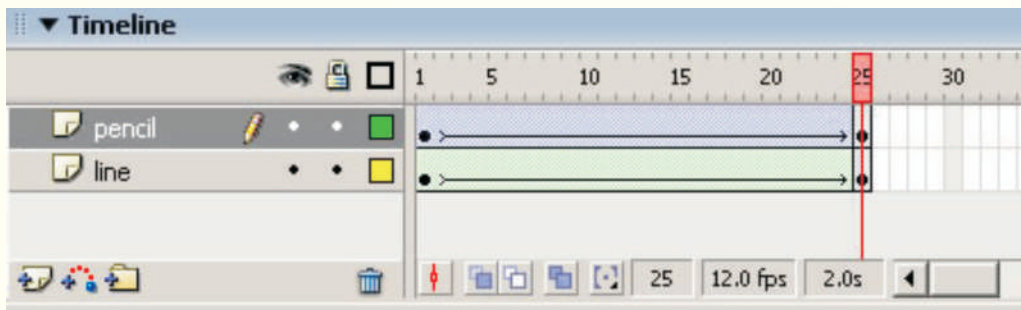




- Create a Shape Tween on Layer1. Similar to the one in Shape Tween Tutorial.
- Single click on add new layer button.



- A new layer gets added. By default it will be named "Layer 2".
- Create a Motion Tween on Layer 2. Similar to the one in Motion Tween Tutorial. After creating two layers, your timeline will look something like the one shown below.



- Now press (Ctrl+Enter) to view your motion tween.

Motion Guide in Flash

What is Motion Guide?

Motion Guide is nothing but moving your symbol in a predefined path such as curves or circles. Learn how to move Flash objects in circular, zig zag or curved paths using Flash motion guide.





Steps to follow :

1. Create a graphic symbol or drag a pre-existing graphic symbol from library onto the stage. Name the layer as "graphic"
2. Right click on the "graphic" label and select "Add Motion Guide" from the pop-up window.
3. A new layer will appear on top of the "graphic" layer with the label "Guide:graphic" along with the guide icon.
4. Draw the path for your symbol in this new layer using pencil or line tool. For example: I drew a circle for my car.
5. Select frame 50 of guide layer and press "F5" to insert frames.
6. Now go to "Frame 1" of "graphic" layer and drag your symbol to one end of your path. While dragging, you will see a bubble on the symbol. That bubble should go right below the path. Something like the one shown below.
7. Now go to "Frame 50" of "graphic" layer and press F6 to insert a new keyframe.
8. Now drag your symbol to other end of your path. Again, the bubble should go right below the path.
9. Select any frame between 1 to 50 of your "graphic" layer. Right click and select "motion tween" from the pop-up menu.

That's it, you are through. Press Ctrl+Enter to view your work.

Masking in Flash

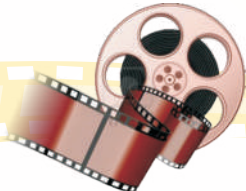
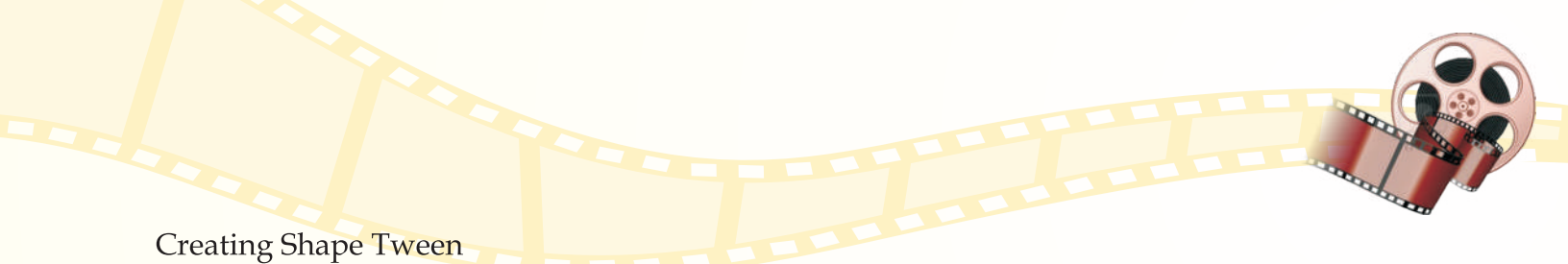
Masking is revealing portion of your picture or graphic in the layer below.

STEPS TO FOLLOW

Inserting Layers and Naming them

- By default you will have a layer in your timeline window. Insert one more layer, totally you need two layers to mask an object.
- Rename the top layer to "Mask" and the layer below that to "background".





Creating Shape Tween

- Import your picture to the "background" layer.
- Using Oval tool from your tool box, draw a circle in your "Mask" layer and delete it's border.
- Drag the circle to one end of your picture.
- Now go to "frame 40" of your "Mask" layer and press "F6" to insert a new keyframe.
- Now go to "frame 40" of your "background" layer and press "F5" to insert frames, so that your background image is available all through your mask.
- Select "frame 40" of your "Mask" layer, that is your new keyframe, Keeping the playhead on "frame 40" of "Mask" layer, drag the circle to other end of your picture.
- Now go back to "frame 1" of your "Mask" layer, keeping the playhead on "frame 1" of your "Mask" layer, select Shape tween in your properties window.

Masking

- Right click on the "Mask" layer (the area where you named the layer not where the frames exist) and select Mask.

Your Mask is all ready. Press Ctrl+Enter to view your Mask.

Flash Fade In and Fade Out Effect

Learn how to fade an image in Flash . You can use this fading effect on images and text and it is a very common Flash effect.

STEPS TO FOLLOW

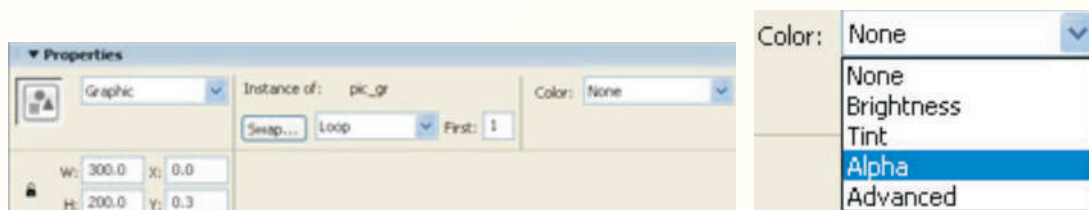
1. Open a new file. Go to **File >New**. A Screen called **New Document** will appear. Select Flash Document and click on OK. Go to **Modify>Document** and give a file size of 300px by 200px. This is the same size as the Bitmap pictures we have.
2. Select the Bitmap pictures that you want to Fade in and Fade out from your picture file and bring it to the Flash Library. Select **File>Import to Library** from the Menu Bar. A Screen named Import To Library will open. Choose the file name and click on Open.





Repeat these steps for all the Bitmap pictures. To open Library, go to **Window>Library**. You can see the pictures in the Library panel.

3. Drag the picture from the Library panel to the Stage. Select the picture by clicking on it. Go to **Modify>Convert To Symbol** from the Menu Bar. A dialog Box named Create New Symbol will appear. Give the name as pic1_mc. Select Movie Clip. Click on OK.
4. Click on your Movie Clip. Go to Frame 15. Insert a Keyframe. Right click on layer 1 in the middle of the frames 1 to frames 15. The frames will become black. Select **Create Motion Tween**. An arrow from frame 1 to frame 15 will appear. Again click on Frame 30. Insert a Keyframe. A second arrow will appear automatically.
5. Click on Frame 1. Here we will give the fade in effect. Select the picture by clicking on it. Go to Properties in the panel below the Stage. Go to **Color>Alpha** give 0% to it.



Your picture has faded in. Click on Frame 30. Here we will give the fade in effect. Select the picture by clicking on it. Go to Properties in the panel below the Stage. Go to Color>Alpha give 0% to it.

6. Repeat the steps 3 to 5 in layer 2 from the frame 31 to 45 to 60. To make a new layer, click on the following button  which is on the right side below the layers. Repeat the above steps for all the images in new layers and you will create a simple fade in and fade out Flash animation.

Press on Ctrl+Enter to see the Fade in & Fade out Effect of the 4 pictures.

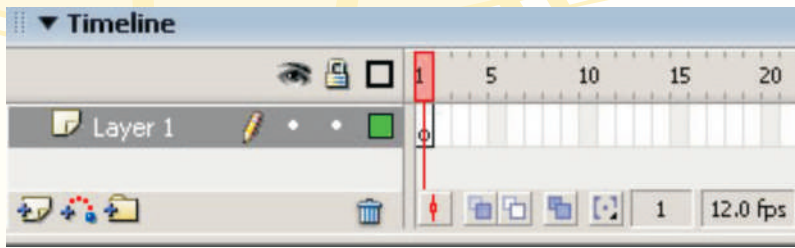


Zoom in Zoom Out Flash Animation with Fading Effect

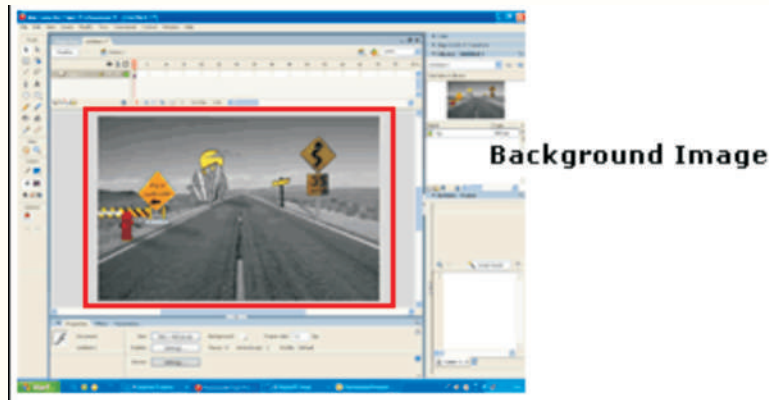
STEPS TO FOLLOW

- Open a new flash file (**Ctrl+N**). The New Document window will appear. Select General panel and choose Type: **Flash Document**. Press OK.
- If your timeline window is not open, press (**Ctrl+Alt+T**). Now you can see a single Layer called "Layer1" in your timeline Window.

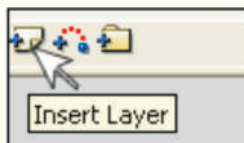




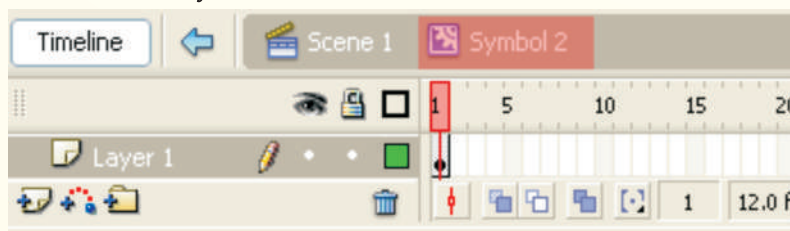
- Select the first frame. Import a background image onto stage, preferably an image of a street by clicking on **File>Import>Import to Stage**, or just press (**Ctrl+R**).



- Press F8, to convert this image to a symbol. Name this Symbol "background_gr" and choose graphic behavior. Press OK. Name this Layer "bg". On the 35th frame press F6 to insert a new frame

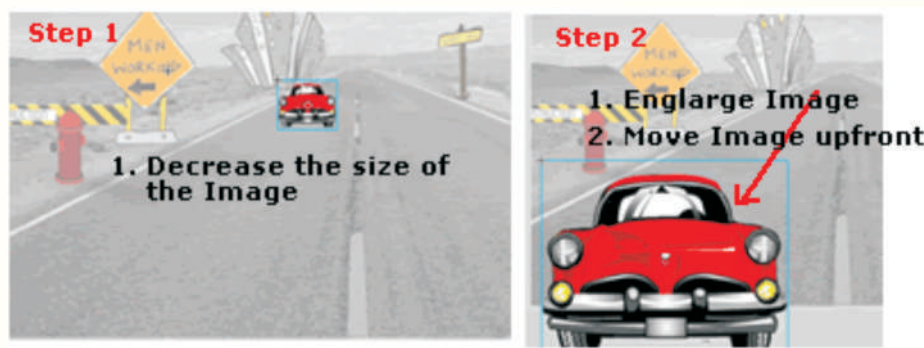


- Select the second layer. Import an image or create a shape of a car using shape tools from the tool box. Press F8, to convert this image to a symbol. Name this Symbol "car1_m" and choose movie clip (F8). Press OK. Name this Layer "car1".
- Select the image(car1_m) >right click>edit in place. Now you will come to a new timeline Window called Symbol2

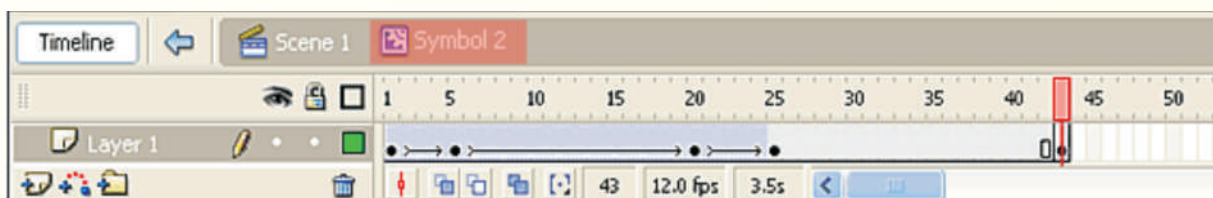


- On Frame1 of Symbol2 convert the image to a graphic (car1_gr). Go to the Properties Bar>Color>Alpha>0%. In Frame5 insert a new Key frame (Press F6) and change Alpha to 100% and make the image small. Eg : Pic
- Right click in between Frame1 and Frame5 and press motion tween.
- Add one more Key Frame in Frame20. In this frame make the Image(car1_gr)bigger and move it out.

eg:



- On Frame25 insert a new key frame and change Alpha to 0% . Insert motion tween in between frame5-20 and Frame20-25. eg:



- Now press (Ctrl+Enter) to view your motion tween.
- Continue to do this for your other car images.

Remember to insert only ONE symbol/image in ONE new Layer only.

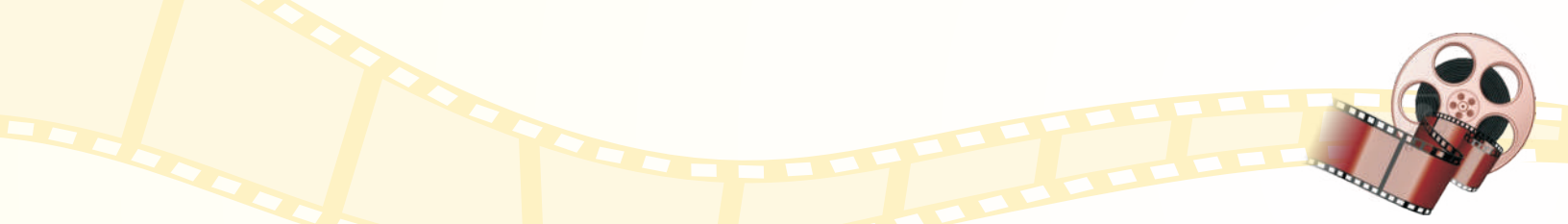
Congratulations! You have successfully created a Zoom In/Zoom Out animation with Fade In and Fade Out effect!

Photo Slideshow Gallery in Flash 8.0

Steps to Follow :

Step 1: Create and export your images

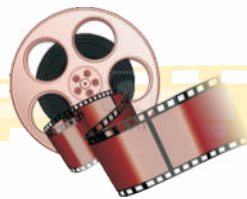


- 
- Each image should have a size of **640 x 480** pixels.
 - Export the images in a **numbered sequence**. For example, for three files, the names could be photo1.jpg, photo2.jpg, and photo3.jpg. We recommend .jpg format for photographs.

Step 2: Create the photo slideshow file and import the images

- Open **Flash 8.0**. Click on **File/New**. Chose the **Templates** tab. Select **Photo Slideshows**. Click on **OK**. You will see a ready-made Flash photo slideshow created. Press **Cntrl+Enter** to view the file. Press the auto play button to view the slideshow.
- To replace the images with your own, select the bottom layer called **picture layer** and click on the trash can icon to delete it.
- Create a new layer by clicking the Insert Layer button, and name this new layer **My Photos**. Make sure that this new layer is the bottom layer.
- Select the first blank keyframe in the My Photos layer, select **File > Import > Import to Stage**, and locate your photo sequence. Select the first image in the series, click **Add**, and click **Import**. Flash recognizes that your image is part of a series and asks you to import all files in the series. Click **Yes** to complete the import process. Flash places each image on separate keyframes. You can move the images so they are centered in the stage or you can choose the images on the stage and make the **X and Y coordinates 0** so they are centered in the stage.
- Your images appear in the Library panel and can be replaced later if needed by double clicking on the image in the library window and clicking on the import button to select the new image file.
- You can safely delete the old images that were included in this document from the library if you wish, they are saved in the photos folder.
- If you have more than four images, make sure that all the other layers have an equal number of frames. Select the frame and click on F5 to add new frames.
- Change the captions for the images, by replacing the text in the **Captions** layer and adding new keyframes with text for the new images. You do not have to worry about the photo number field. The template automatically determines how many images are in your document and indicates which photo you are currently using.
- Change the title in the **Title, Date** layer.





Press **Ctrl+Enter** to view the completed Flash Photo Slideshow. Congratulations! You have successfully created a Flash photo slideshow in a few simple steps using the in-built Flash 8.0 Photo slideshow template.

The Photo Slideshow template also has a built-in autoplay mode that automatically changes the photo after a set delay. The template is set to a default delay time of 4 seconds, but you can change this setting easily.

Steps to adjust the delay:

- Unlock the `_controller` layer.
- Select the controller component.
- Display the Parameters tab in the Component inspector by selecting **Window > Component Inspector**. The **Parameters** tab is selected by default.
- Select the delay and change this value to a new delay value in seconds.
- Save and publish your document.





Chapter 5

Sound

Audio and Its Importance

The possibility of incorporating sounds adds a lively dimension to the possibilities of Multimedia. Human speech, music- vocal and instrumental, natural sounds, synthetic sounds, machine sounds, sounds that allude to various environments like the bazaar, the railway station, the airport can be brought in to one's presentations. They can be used singly as well as in combinations.

These sounds can be incorporated into the computer either by direct recording by means of a microphone or by transferring pre-recorded sound from the other media like the audio cassettes or CDs.

The sound thus transmitted would be of *analog* nature. It needs to be digitized so that the computer is able to process this sound. After digitizing the sound, the error in sound can be reduced. These digitized sounds again can be re-converted into analog form so that the user can hear them through the speakers.

Musical Instrument Digitization Interface or MIDI provides a protocol or a set of rules. This protocol enables to record sound directly from an instrument to the computer. But MIDI data is not digitized sound. The quality of MIDI data depends upon the quality of musical instrument and the sound system. A MIDI file is basically a list command to produce a particular sound. For example, pressing of a piano key can be represented as a computer command. When the MIDI device processes this command, the result will be the sound from the piano. MIDI files occupy less space as compared to the digitized audio and they can be edited.

Being able to use the range of sounds that are available in the form of music, effects, varieties of human speech opens up exciting creative possibilities.

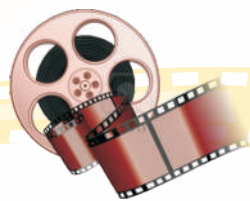
HERE IS A TUTORIAL ON THE INCORPORATION OF AUDIO INTO MULTIMEDIA.

Sound Forge

(The images and description of each topic is taken from software manual)

Section 1: Recording in Sound Forge





1. Click **FILE > NEW** to open the “New Window” window (Figure 1). Set the following, then click **OK**.
 - a. Sample Rate is 44100
 - b. Bit-depth is 16-bit
 - c. Channels are stereo

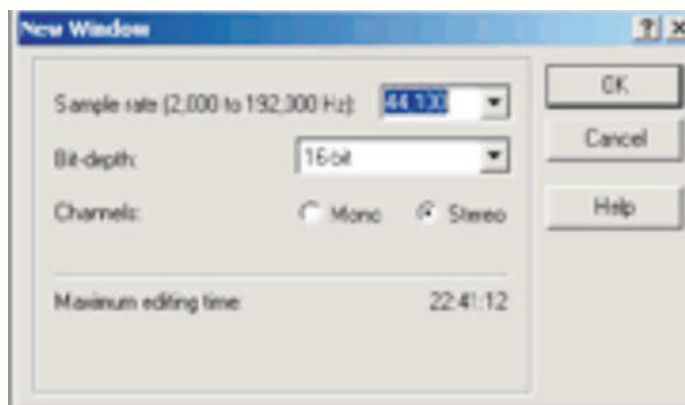


Figure 1

2. Click the record button on the top left corner of the screen. This will bring up the record window.

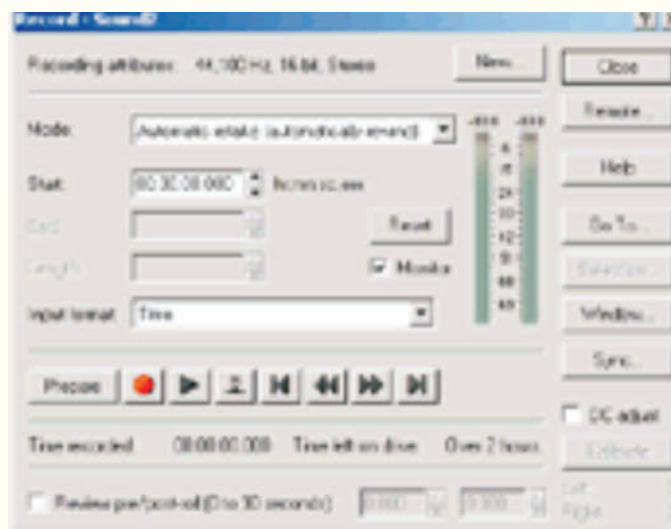
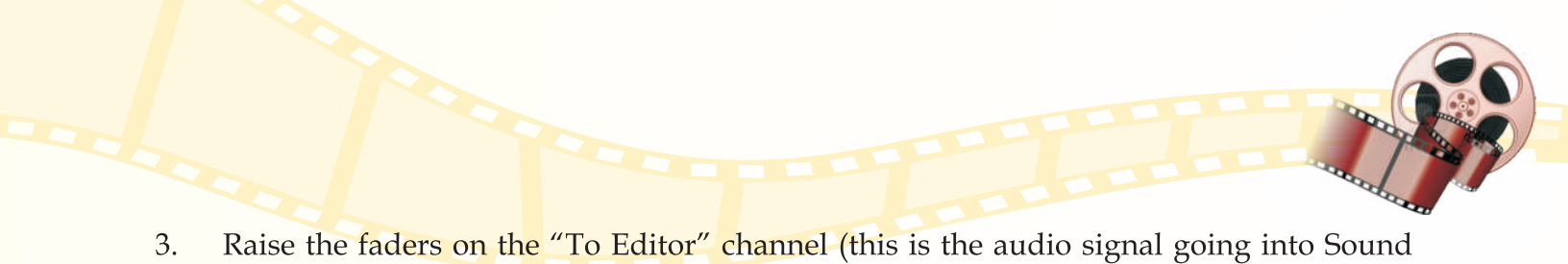


Figure 2

Note: Steps 3-6 will need to be adjusted accordingly regardless of order



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- 
3. Raise the faders on the “To Editor” channel (this is the audio signal going into Sound Forge).
 4. Raise the faders on the “EDIT” channel (this is the audio signal coming out of Sound Forge to the mixer).
 5. Raise the faders on the Main Mix on the far right of the board (this will allow you to hear the audio).
 6. Adjust the talents voice level by moving the faders up and down on the appropriate “MIC1” and/or “MIC2” and/or “MIC3” channels. The audio booth has 3 microphones, depending on which one and how many you labeled with the microphone number that corresponds to the microphone number on the mixer.
 7. When satisfied with the audio levels start to record by clicking the record button on the left side of the record window.
 8. When done recording click the “stop” button  and close the record window. This will display what was just recorded.
 9. To save the recorded file click **FILE > SAVE AS** to bring up the “Save As” dialog box. Save your recorded file in the high quality WAVE format. To do this go to the “Save as type” dropdown box and select “WAVE” format. Once done click **SAVE**.

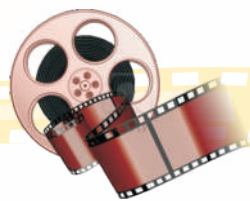


Section 2: Recording from Sound Forge on to External Sources

Recording on to MiniDisk

1. Open audio file in Sound Forge.
2. Raise faders on “TO MD” and “EDIT” channels.
3. Push the “5-6” buttons under the right and left channels of the “EDIT” channel. **NOTE: make sure 1-2, 3-4, 7-8 aren’t pushed in.**
4. Put the minidisc into minidisc player on deck.
5. Push the record button on the minidisc player to it into record/pause mode. Click the play/pause button to begin recording to the minidisc.





6. Click the play button on Sound Forge directly after to begin recording the audio in Sound Forge to the minidisc.
7. Once recording is complete push the stop button on the minidisc player.

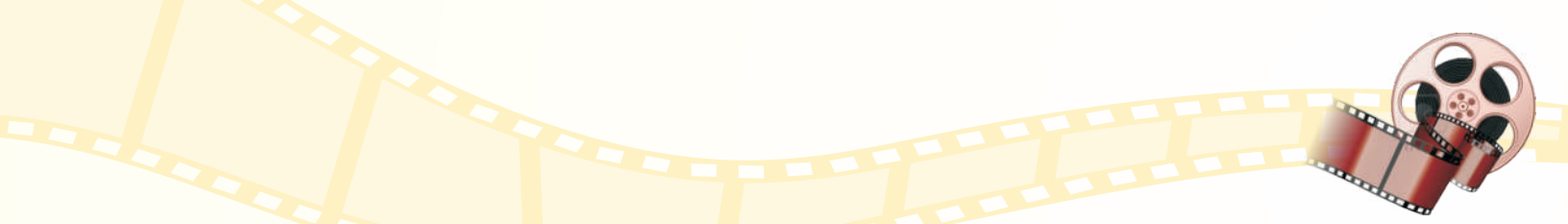
Recording on to DAT Tape

1. Open audio file in Sound Forge.
2. Raise faders on "TO DAT" and "EDIT" channels.
3. Push the "7-8" buttons under the right and left channels of the "EDIT" channel. **NOTE: make sure 1-2, 3-4, 5-6 aren't pushed in.**
4. Put the DAT tape into DAT player on deck.
5. Push the record button on the DAT player to it into record/pause mode. Click the play/pause button to begin recording to the DAT tape.
6. Click the play button on Sound Forge directly after to begin recording the audio in Sound Forge to the DAT tape.
7. Once recording is complete push the stop button on the DAT player.

Recording on to CDR

1. Open audio file in Sound Forge.
2. Raise faders on "TO CDR" and "EDIT" channels.
3. Push the "3-4" buttons under the right and left channels of the "EDIT" channel. **NOTE: make sure 1-2, 5-6, 7-8 aren't pushed in.**
4. Put the CD-R into the left CD deck.
5. Push the Rec Mode button until "REC EXT MAN" is displayed. Press Record on the CD recorder to begin recording.
6. Click the play button on Sound Forge directly after to begin recording the audio in Sound Forge to the CD-R.
7. Once recording is complete push
 - a. the play/pause button on the CD recorder if more tracks are to be added.
 - b. the stop button on the CD recorder if tracks are finished being added.



- 
8. Once completely finished with a recorded CDR, press the final button on the CD recorder. Then press Record to begin finalizing the CD.

Section 3: Importing Audio from CD, MiniDisk, or DAT into the Computer

Insert Media

- 1) A **CD** may go in either tray, label side up. The eject buttons are in the center, above the display.
- 2) Insert a **MiniDisk** label side up with the arrow on the Disk facing the player.
- 3) A **DAT** fits into the tray label side up, with the tape facing the player.
- 4) Insert a **Cassette** tape down with the side to be played facing out.

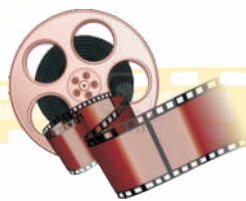
Set up the Mixing Board (see page 3 for diagrams)

- 1) Raise the faders on the two appropriate **Player** channels to the **U** mark on the channels.
 - a. For a CD use channels 20 and 21, labeled **C.D.R.**
 - b. For a MiniDisk use channels 12 and 13, labeled **M.D.**
 - c. For a DAT use channels 10 and 11, labeled **DAT.**
 - d. For a Cassette use channels 16 and 17 labeled **CASS.**
- 2) Note the set of four, numerically labeled buttons to the right of each fader.
- 3) For both **Player** channels, depress the button labeled **1-2**.
- 4) In the right most **Master Section**, raise the faders on the two channels labeled **TO EDITOR** (master channels 1 and 2) to the **U** mark on the channels.
- 5) Raise the fader labeled **MAIN** to the **U** mark on the channel.

Set up Sound Forge

- 1) Open **Sound Forge**, if not already running, by double clicking the **Sound Forge 5** icon located on the desktop. Close the tip window that appears.
- 2) Click the **Record** button, which is the red circle at the top left of the screen, to open the Record dialog box.





Test the Set Up

- 1) Press **Play** on the appropriate player.
- 2) Once audio starts playing, notice green LED's on the player channels, and activity on the meter bars of master channels 1 and 2 and the main channel.
- 3) Notice the digital meters in the Record dialog box in Sound Forge. The levels should be consistently above 24 and below 6 to achieve the best quality.
- 4) Use the faders on the **Player** channels and the **TO EDITOR** channels to adjust the audio to a proper level.

Record Audio

- 1) Stop your Player and set it at the beginning of what you wish to record.
- 2) Click **Record** in Sound Forge.
- 3) Press **Play** on the CD, MiniDisk, or DAT player. Audio Tutorial Notes 5 / 9 Audio Tutorial: Sound Forge Manual
- 4) When recording is complete, click **Stop** and then **Close** in Sound Forge and press **Stop** on the Player.
- 5) Choose **File** ☐ **Save As...**
- 6) Navigate to the directory in which you would like to store your file, and give it a name. Files should be saved using the **Wave (.wav)** format.
- 7) Choose **Yes** to open the file in **Direct Mode**.

Record Additional Tracks or Disks to a New File

- 1) Complete steps 1-7 under **Record Audio**.

Test the Recording

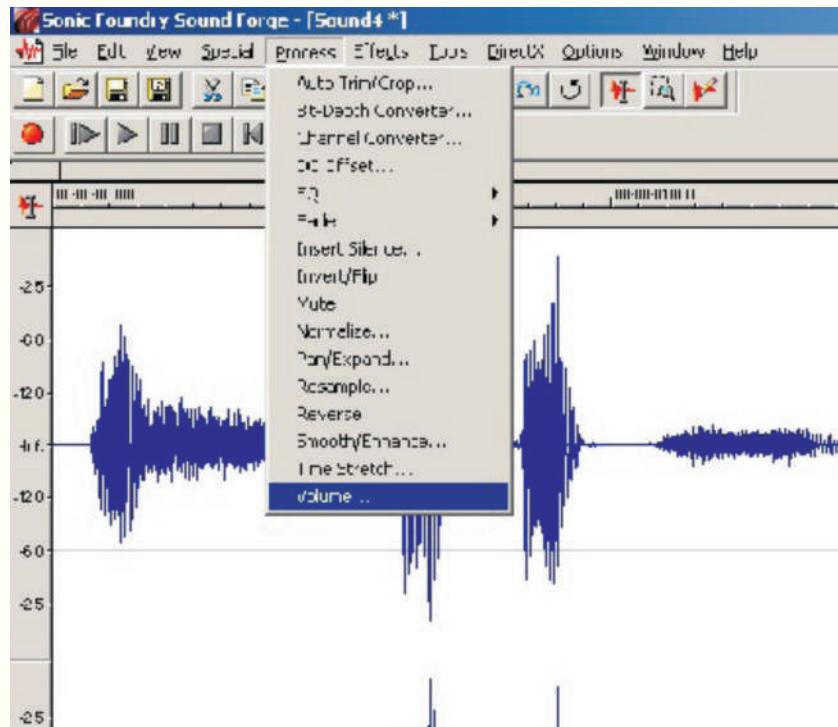
- 1) Raise the faders labeled **EDIT** (channels 14 and 15) to the **U** mark on the board.
- 2) Click **Play** in Sound Forge.
- 3) **Hear** your file.

Please lower all faders, un-press any buttons used on the board, and power down the equipment when finished. Audio Tutorial Notes 6 / 9 Audio Tutorial: Sound Forge Manual

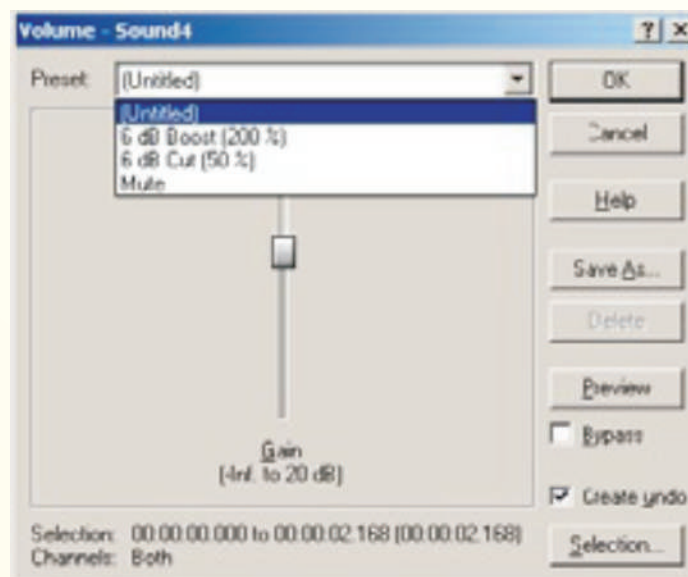


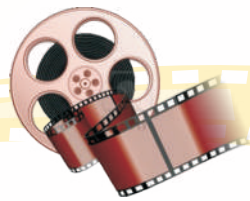
Section 4: Adjusting the Volume of a File in Sound Forge

- 1) Open the file you wish to edit.
- 2) Choose Process ▾ Volume...



- 3) Use the presets from the pull-down box or use the slider to adjust to your desired volume.





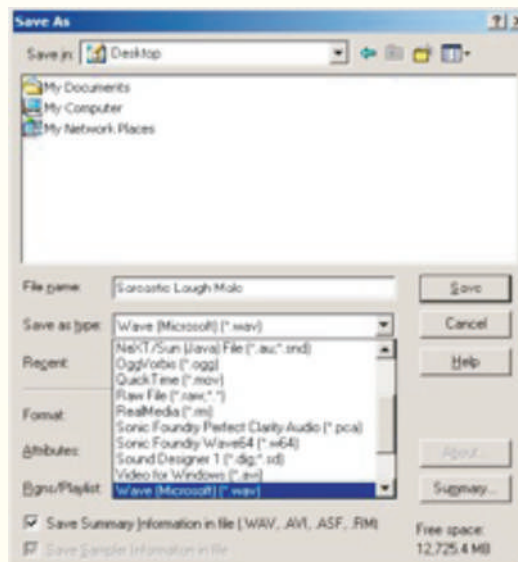
- 4) Use the preview button to hear your changes. When happy with the volume, choose OK.
- 5) Save your file

Section 5: Converting File Formats in Sound Forge

- 1) Open the file you wish to convert.
- 2) Choose File ☐ Save As...



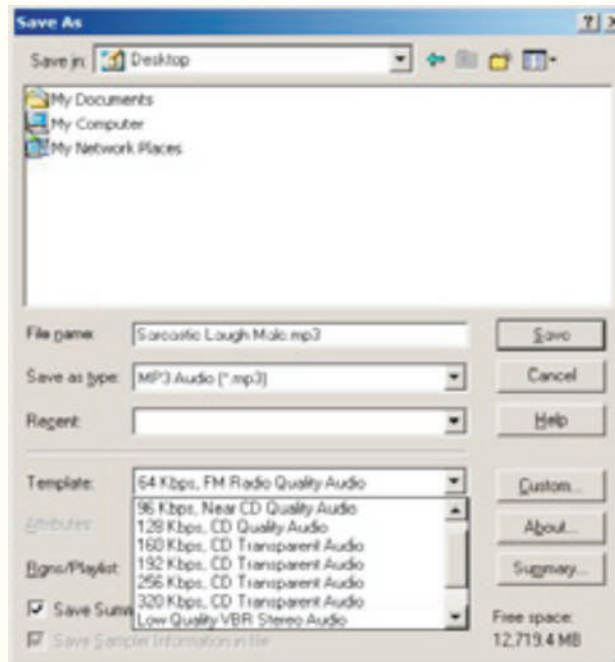
- 3) Browse to your destination folder.
- 4) Click the Save as Type pull-down box.



- a. Choose the format you wish.



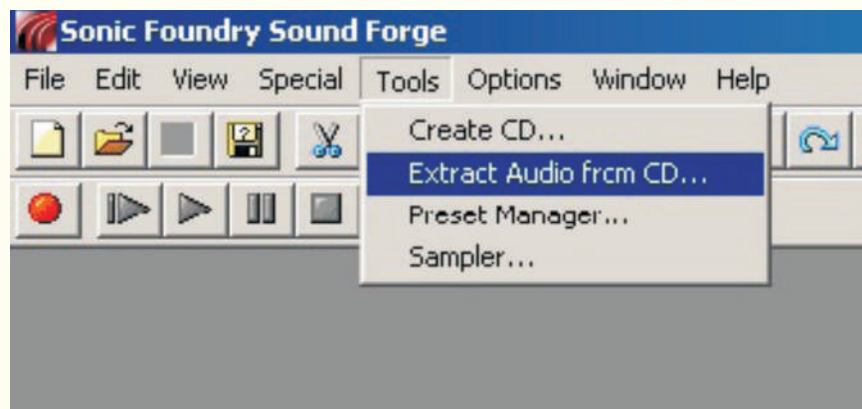
- 5) For additional options, click the Format/Template pull-down box.

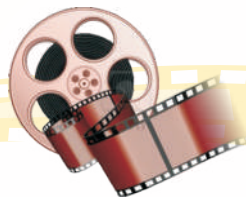


- a. Choose the options you wish.
- 6) Name your file and choose save.

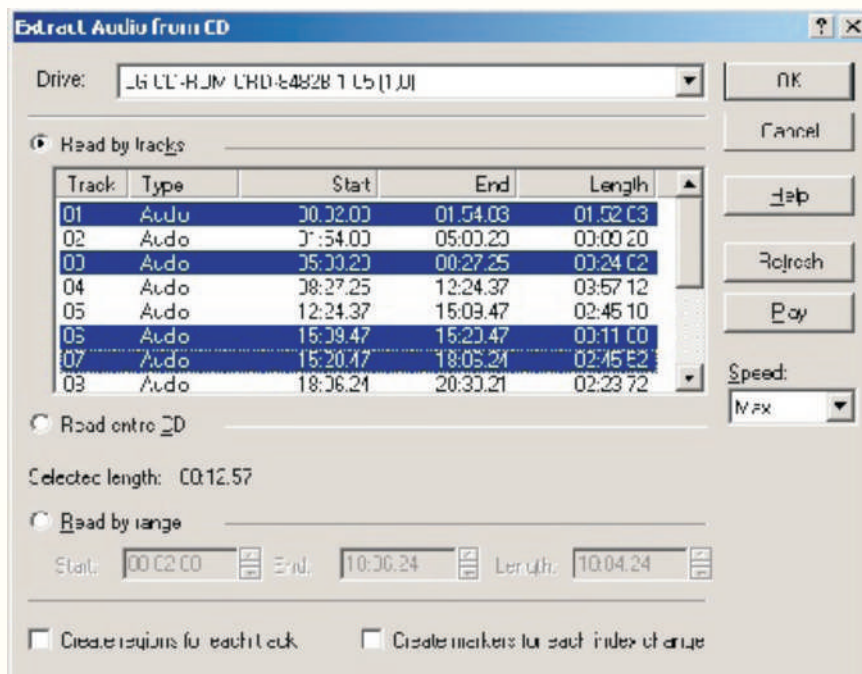
Section 6: Ripping Music from an Audio CD Using Sound Forge

- 1) Insert your CD into the computer's CD-ROM drive.
- 2) Choose Tools ▢ Extract Audio from CD...



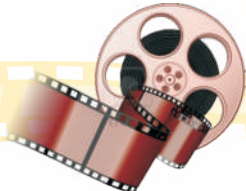


- 3) Select the tracks you wish to extract.
 - a. To select multiple tracks in succession, click the first track, hold SHIFT, click the last track.
 - b. To select multiple tracks not in succession, hold CTRL while clicking on each track.
 - c. To copy the entire CD, click the radio button for Read Entire CD.



- 4) Click OK.
- 5) When ripping is complete, save your files.





Chapter 6

CREATING A MULTIMEDIA PROJECT

To achieve each outcome a student must demonstrate the ability by doing following projects:

Project-1

Explore and use **desk-top publishing** and text editing software applications,

Design a range of page layouts using traditional methods (on paper)

Prepare digital layout grid with common page elements (using software)

Prepare image, graphic and text files for use in page layout

Format document and check for accuracy, and present in an appropriate format for print.

Project-2

Explore and use creative **typographic design** applications

Study the potential of digital typography

Produce a range of work showing the creative use of typography

Combine typography with image in innovative ways.

(It can be poster Design, news paper or magazine ad etc.)

Project-3

Digitize and manipulate objects or images

Digitize a range of objects and images in an appropriate file format for further development

Manipulate and present scanned images in a different way.

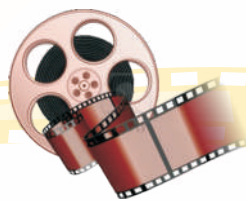
(Students can take any selected images scanned them and create different image using Photoshop or any other image manipulation software)

Project-4

Explore and use a range of **painting and drawing software** applications

Collect and present examples of the use of digital painting and drawing in contemporary sources





Use drawing and painting software applications creatively to present a range of work.

(Students can digitally create images by drawing and painting they can adobe Photoshop or any other drawing and painting software)

Project-5-

(Students should prepare multimedia project based on following steps)

Step-1 Research and define the objective of project through **task analysis**

Research and identify objective, context, environment, and possible constraints

Observe and note the target users engaged in existing methods or practices

Analyze tasks being carried out and define general areas of difficulty or confusion

Discuss results justifying reasons why a multimedia system would be better.

Step-2 Create and plan a structure for **interaction and interface design** Concept of multimedia procedure.

Design a basic structure to build a multimedia project

Create, design or collect audio and visual components of a multimedia project

Research and check each component for contextual sensitivity and copyright licensing laws.

Step-3 Assemble audio and visual components of **multimedia project**

Combine audio and visual components with the interactive structure

Assess visual screen design and adjust if necessary

Assess audio feedback and adjust if necessary

Assess interaction and adjust if necessary.

Step-4 Evaluate and **develop project**

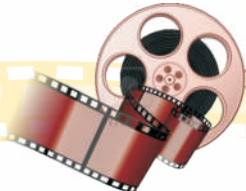
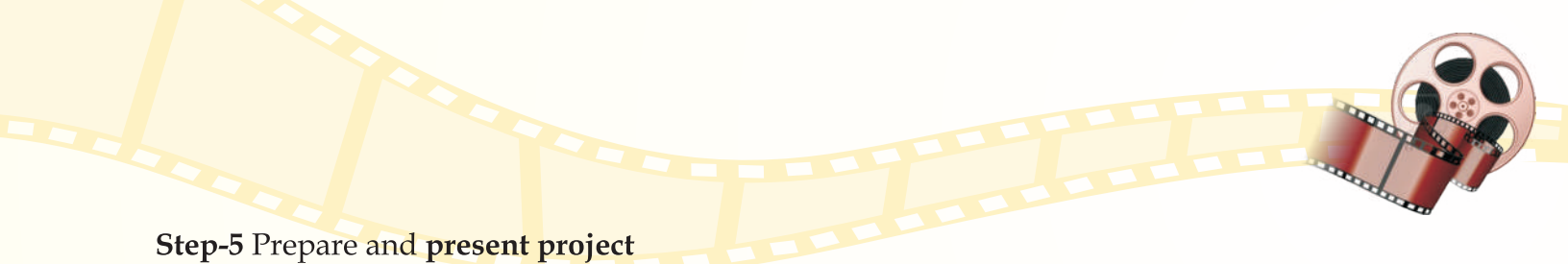
Evaluate multimedia project with a range of users

Observe and note results

Develop multimedia project

Discuss evaluation results.





Step-5 Prepare and present project

Prepare files for presentation

Produce a written evaluation of working methods and the development cycle.

List of resources-

Chapter -1

Computer fundamentals-

It is expected that most centers will use personal computers. The delivery of the unit does not

Require a particular platform. But a mix of platforms would be beneficial for providing the students with experience of different systems. Centers should also offer library resources

Providing relevant and current information in relation to computing developments.

Introduction to multimedia-

Because of the practical nature of this unit students will need access to the appropriate

Hardware and software.

At the time of study the following software would be suitable:

Chapter -2

Text- Adobe Pagemaker 7.0,

Chapter -3

Image editing- Adobe Photoshop CS2

Chapter -4

Video applications- adobe flash 8.0

Chapter -5

Sound- sound forge 7.0

Chapter -6

Multimedia project- all above or other relevant software's

Information sources will include trade magazines eg:

Multimedia-Business Communication,

Creative Technology, CGI Magazine, Creative Review.





Suggested reading

General books on design methods and programming techniques will be useful.

Careers in Multimedia (Vivid Studios - Ziff-Davis Press) (ISBN-10: 1562763113. ISBN-13: 9781562763114)

Goldberg R - Multimedia Producers Bible (ISBN 0-7645-3002-X)

Kristof R and Satran A - Interactivity by Design (Adobe Press) (ISBN 1 56830 221 5)

Laurel B - Computers as Theater (Addison-Wesley) (ISBN-10: 0201550601 ISBN-13: 978-0201550603)

Loper L - Designing Multimedia - A Visual Guide to Multimedia and Online Graphic Design (ISBN 0-201-88398-8)

Druckry T and Stone A R (eds) - Electronic culture: Technology and Visual Representation (Aperture, 1997) (ISBN: 0893816787)

Heller S and Drennan D - The Digital Designer: The Graphics Arts Guide to New Media (Watson Gruptil Publications) (ISBN-10: 0823013464 ISBN-13: 978-0823013463)

Popper F - Art of the Electronic Age (Thames and Hudson, 1997) (ISBN 0500203296)

Other resources include:

All appropriate software manuals

Computer Arts Magazine

Creative Review

Adobe Magazine (<http://www.adobemag.com>)

Communication Arts (<http://www.commart.com>)

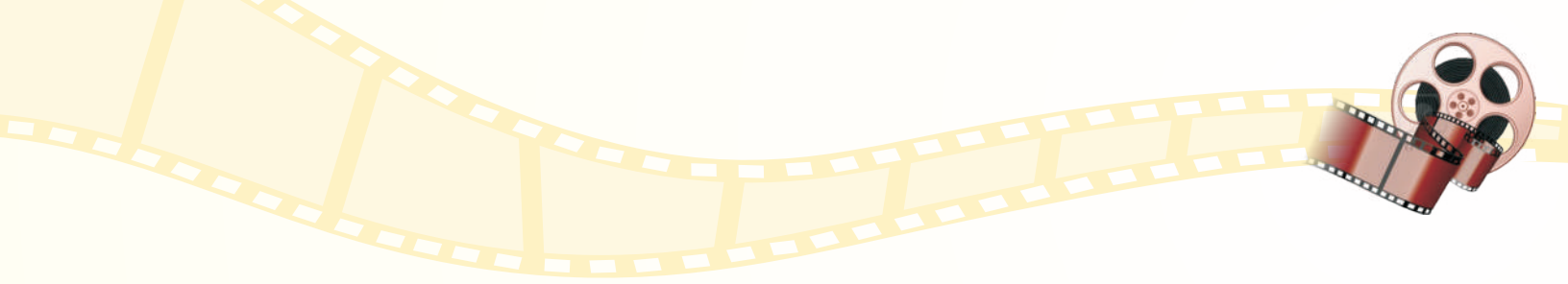
Digital Video Magazine Online (<http://www.zdent.com/-ziffnet/cis/>)

Dynamic Graphics Magazine (<http://199.224.160/DGEE/Dynamic>)

Creative Review Magazine

Design Magazine

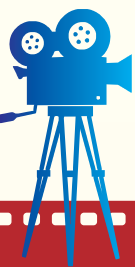
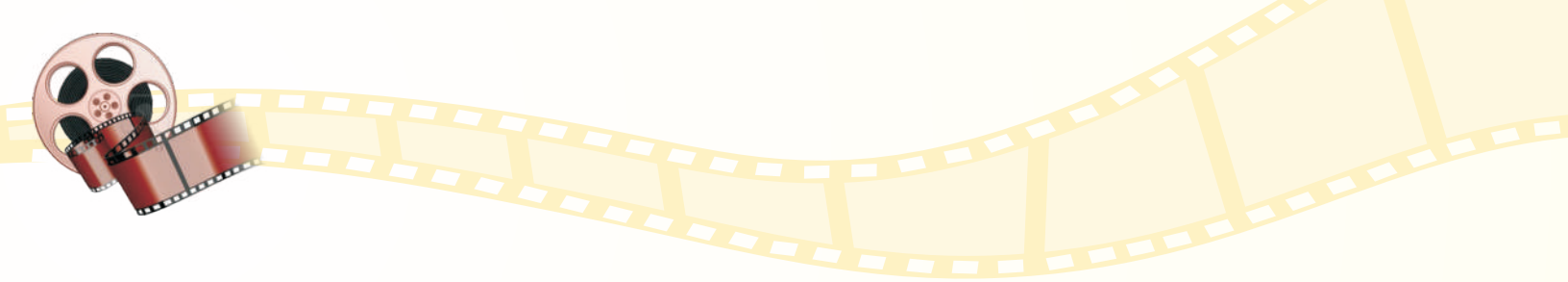


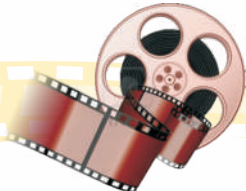


Unit -2

Production Skills







Chapter 1

A Tour To - The Whistling Woods International Campus Or A Training Institute/production Centre Or Within The School Campus]

CHAPTER 1 PROJECT - NON-FICTION

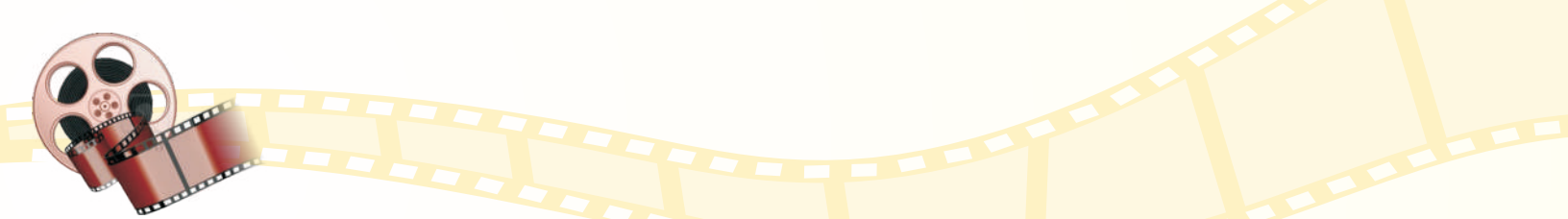
Students will conceive, write, direct and edit a Non-fiction project of 3~5 minutes duration.

Guidelines -

In this, they will follow the film making process of going through the pre-production, production and post-production process. The idea will be submitted to the teacher first. It shall be discussed and approved. It is only after that, the student can undertake to do further research and writing of the script. The script shall be submitted along with the shooting schedule: the same will be approved by teacher and only after the clearance from the teacher will the shooting take place. Students will complete the project on Video tape and submit it along as a video tape as well as in the DVD format with the docket containing all the paper work done by them.

- ❖ Subjects of the films should be suitable for the audience of their own age group.
- ❖ The subjects could be chosen from the following Domains - social issues like relating to development, gender issues, environmental issues, education, health, livelihood can be chosen. Themes to illustrate facets of other arts could also be chosen. Issues relating to media could also be a domain. Portraits of personalities in respect of their contributions to Life may also be chosen.
- ❖ Basic Handycam video cameras and basic editing software like Adobe Premier or Windows Movie Maker should suffice. Technical quality is important, but technological sophistication by itself will not carry much weight, as the purpose is to judge the overall programme making ability.
- ❖ The preparation is as important as the product and will carry half the percentage in the total assessment of the project.

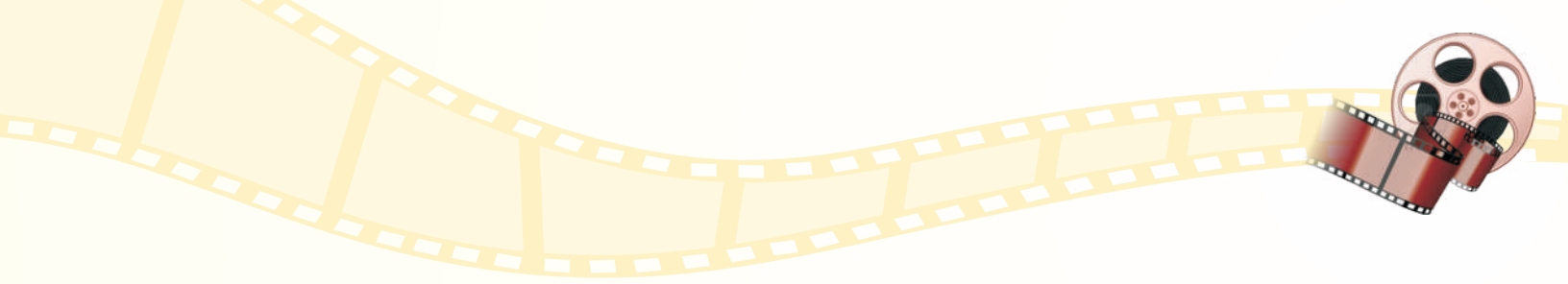




- ❖ The time limit of 3~5 minutes is to be strictly observed. Anything drastically more or less in duration will negatively affect the assessment.

These guidelines should be very clearly explained to the students and there should be no basic doubts about the approach in their minds.





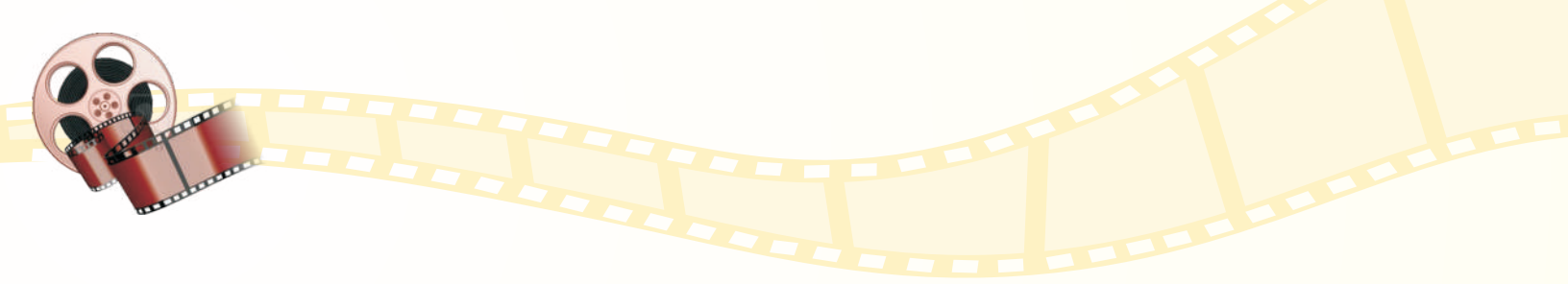
Unit -3

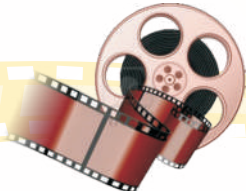
SELLING/MARKETING/EXHIBITING A PRODUCT THROUGH ADVERTISING

The Case Study Approach

Last year we have learnt about the need, the goals and achievements of advertising. We also learnt about an ad campaign and ad agencies. In this Unit we will deal the idea of making use of this information creatively.

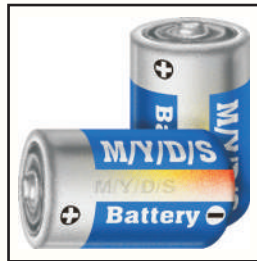






Chapter 1

PROFILE OF A PRODUCT



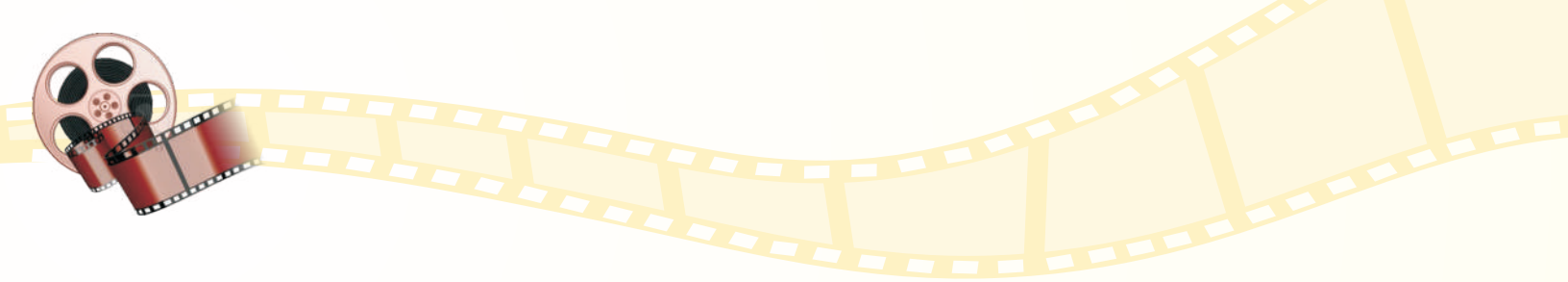
Product Specifications

When a product is to be launched, a lot of work goes in to its definition. It is a long term and an ongoing process.

Firstly, the Research and Development [R & D] section of an organization creates a product. The section defines its form, specifications, conditions, look, appearance, packaging- in case of a physical product. They would also give the USP – the unique selling point. Sometimes market testing of products is done. At times different colour schemes and appearances are chosen and the name of the product is blanked out and it is shown to different groups and their responses are gathered and sometimes analyzed by psychologists and sociologists to come to conclusions about the most likely to be successful choice of the look and packaging of the product. This is the first stage in defining the identity of the product.

What is described above mostly applies to the consumer products, but sometimes a service may also be marketed and advertised like a product by manufacturing industries. Such a product or service may be of use to industrial clients and not to the general public, even there advertising plays its part. In case of industrial clients it becomes a case of one manufacturer serving some specific needs of another. In this case, the process begins with identifying the need of the customer. This is done through extensive research at his working place. The data compiled is analyzed and the precise nature of the problem/s is identified. Then a practical solution is evolved based on expertise. The solution then is presented to the client in a systematized way as a product or a service.





Sometimes some gadgetry may be an industrial product. In that case, the information to be presented in an attractive manner would be- the technical specifications of the gadget, the range of its functions, how is it an improvement on the existing system and what are the tangible benefits that the buyer will get due to its usage.

Market research would give a projection of what is the targeted buyer and audience in terms of its socio-economic profile, how is the product to be positioned so as to appeal to the targeted buyers, what should be the selling strategy etc. An ad campaign is an extension of this process. Advertising is a process of giving a product a personality/identity through audio-visual language. It is a comprehensively planned and launched effort.

Targeted buyers

Every product belongs to sector of business. And the buyers are distributed as per their needs and income levels. The main categories of various products and services are as follows-

Automotive, Beverages, Cellular Products, Clothing Computers, Electronics, Entertainment, Financial, Food and snacks, Health Related, Home appliances ISP and Search, Magazines, Personal care, Fast Food, Retailers, Travel Related.

Automotive

In this sector we find a whole range of offerings with an economy brand like Nano priced at 1.25 lakhs to the other hatch backs, priced between 2.50 lakhs to 7 lakhs, sedan cars in the range from 5 lakhs to a few millions and the top premium brands cost even higher. Two wheeler segment in India is a large one with many scooters and motorcycles.

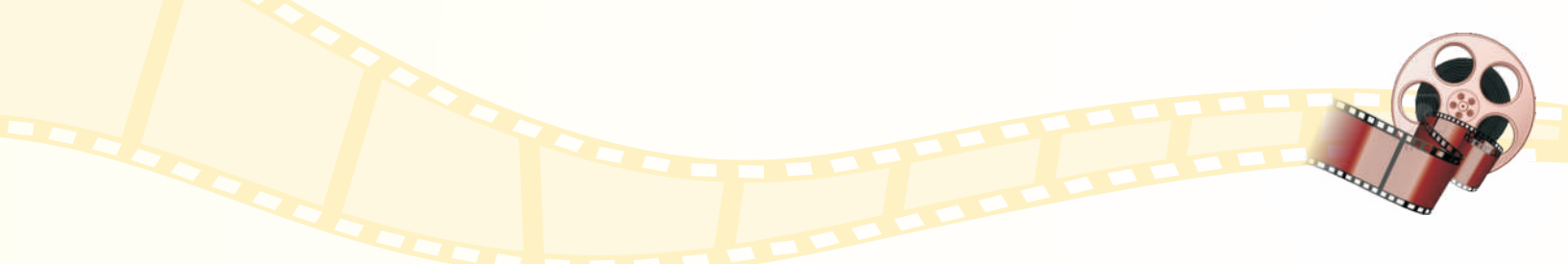
Beverages

Beverages are of two types, alcoholic and non-alcoholic. In India, advertising of alcoholic products is not permissible. So that leaves us the area of mostly the aerated drinks or drink extracts. In this, we have global brands, national brands and regional brands.

Cellular Products

This sector has seen a phenomenal growth in India in the last few years. An extensive range of products from the most functional to the multi utility one in the price range of Rs. 1,200 to Rs. 35,000 are available.





Clothing

This is again a sector with an ample variety to the buyers. We have the global brands, national brands and many regional brands. They all coexist in the vast marketplace. The price range is also large. At the low end would be the local brands with regional reach. At the high end of this segment would be the high profile fashion industry products.

Computers

From the assembled desktops to the laptops and the recently available i-pads, this is a well defined and a range bound market. The products and prices are standardized.

Electronics

This would include audio and video gadgets like The tape recorder, the walkman, CD player, DVD player, the radio, the transistor and the various combinations of these. The landline telephone can also be included. These are again very standard and range bound products.

Entertainment

Films, music concerts, plays, live events would form a part of this segment. Television with its vast reach and the ability to accommodate variety of programmes is another territory by itself.

Financial

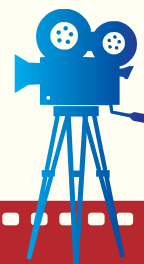
Banking, investments, insurance and the related activities are included in this sector. Being a rather competitive sector with many players, innovation is of paramount importance.

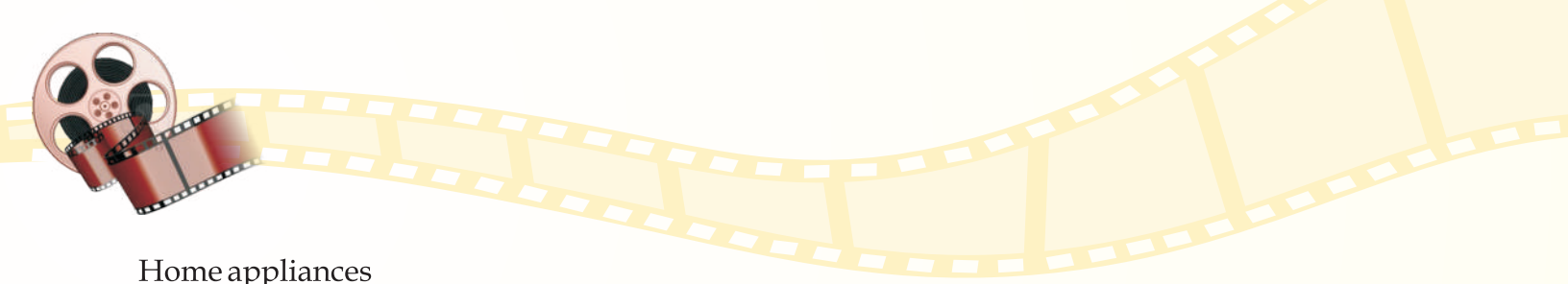
Food and snacks

This segment would cover simple products like aata, rice to luxurious products like chocolates. Instant cooking products and snacks like sweets, cookies, biscuits, chips etc. populate this segment. Housewives and children are important targets.

Health Related

Basic medicines to be consumed at home would form the backbone of this sector, however, of late we see a profusion of health related products. Some of them are in the nature of treatment, some are gadgets to improvement of the body or are palliative in nature.





Home appliances

Refrigerators, washing machines, vacuum cleaners, various cooking appliances like the pressure cooker, the microwave oven, food processors and the like would be included in this segment.

ISP and Search

Internet Service Providers and Search engines are areas with tremendous growth potential. Given the scale of operations and infrastructure required, there shall always be a handful of players in this segment. ISP are local, but the search engines have already set their bench mark as global. Therefore, the potential for Net advertising is also huge in case of search engines. Media like YouTube and social media like Facebook offer attractive channels for advertising. These services can be looked at products in themselves, yet are vehicles for advertising.

Magazines

Among the magazines there is whole range from general purpose magazines to the specialized ones catering to select groups. Also the publications are of international, national and local reach. It has more or less a predictable readership.

Personal care

Necessary hygiene products like tooth paste, soaps, shaving kit, women's health care products would form the bulk of the products in this segment. Cosmetics would form the high end of this market.

Fast Food

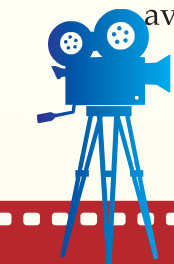
Chains of fast food restaurants in big cities and on major highways comprise this segment. It is a typical kind of service a niche product among the regular food business. Chains of Coffee shops can also be included in this sector. We see the presence of global as well as national brands in this.

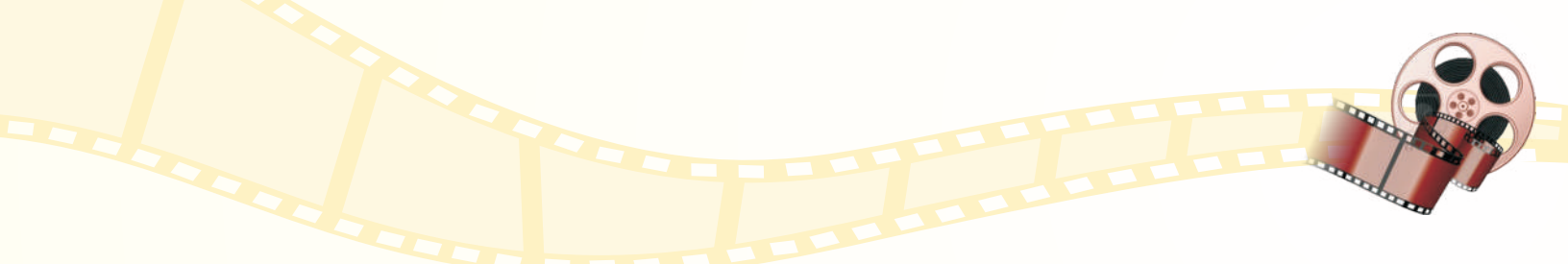
Retailers

Since the big business houses have entered this segment, retailing has become a business territory and constituency.

Travel Related

Tourism is an expanding sector in these days of globalization. The increase in business travel also contributes. Regular travel bookings and arrangements as well as specialized products are available to the consumers now.





When we talk about the buyers, there is a huge marketplace within which there are several markets and each product and sector taps its own.

Defining The Market -

Defining one's own market is an elaborate activity. It is based on a lot of research and pre-testing of prototypes. Before you zoom in on the buyers you have to understand them as individuals. Their economic, sociological and psychological profile is defined.

The entire process can be outlined as follows-

Identifying The Customer Need

The very first step would be to identify as to what are the features and benefits of the product/service that one is offering. A feature is a characteristic of a product/service that automatically comes with it. For example, if one is introducing a new cleansing liquid that acts as stain remover for clothes, then that is the main feature. The benefit to the customer, however, is that the dependence on the laundry is removed and it can be conveniently done at home without any extra effort or money. That could be a good motivation for the consumer to buy it.

By knowing what your product/service has to offer and what will make customers buy, you can begin to identify common characteristics of your potential market.

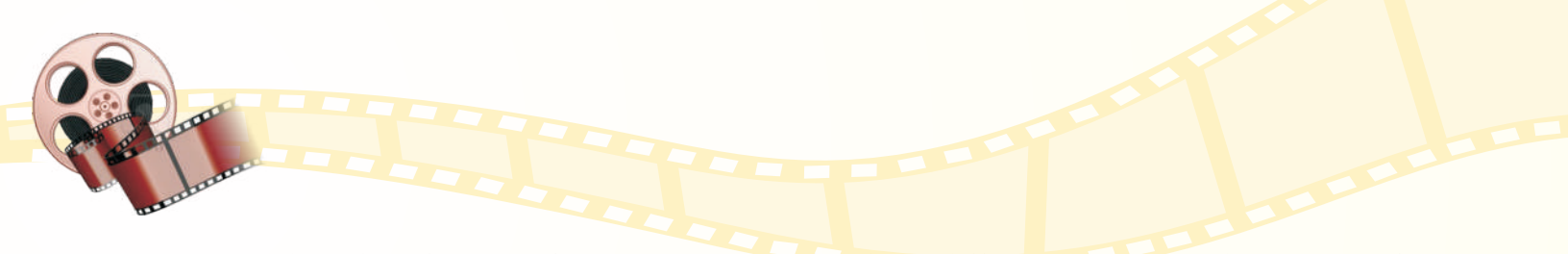
Segmenting Your Overall Market

It is a very tempting idea to want to target as many people and groups as possible. But, there are two major risks involved in this strategy. One is that the message might be spread out or too general so as NOT to reach the target group at all or may reach in a diluted form. Secondly, in order to reach out wider, more content and forms may be included, making the promotional budget will be less cost effective. Thus one may end up short of creating a highly focused campaign.

Market segmentation is the process of breaking down a larger target market into smaller segments with specific characteristics. It helps to customize a product/service and also evolve the advertising strategy to reach the target group.

Another example of market segmentation is the athletic shoe industry. Major manufactures of athletic shoes have several segmented markets. One segment is based on gender and the other





segment is based on the type of sport or activity. They have different promotional campaigns for each market segment.

How to break large markets into smaller ones?

Larger markets are most typically divided into smaller target market segments on the basis of **geographic, demographic, psychographic and behaviouristic** characteristics.

Geographic.

Where are your potential customers? In rural or urban areas? If you are in retail stores business, then your locations within the cities matter. If you are selling a product that is climate sensitive like air conditioning or heating, then certain areas would be your priority areas and your market is not a uniform one. For instance room heaters would have larger market in areas of the country which has severe winter, but not much of a market in Maharashtra or Goa. Accordingly, one will have to decide, whether the scale of one's business will be local or regional or national or international.

Demographic.

Customers are individuals and there are many factors that go into the making of an individual personality such as age, race, religion, gender, income level, family size, occupation, education level and marital status.

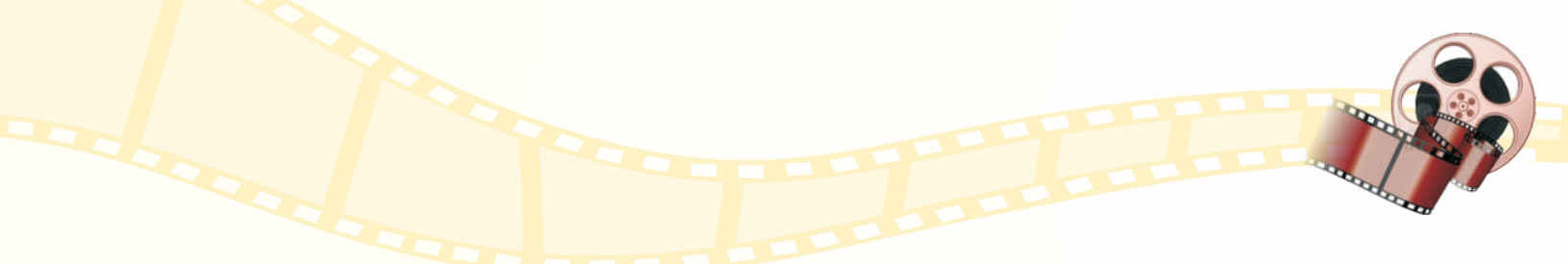
Psychographic.

There are certain products that have different considerations to them than the feeling of necessity. The desire for a feeling of elevated status, enhanced appearance and feeling moneyed are some considerations that go into the purchase examples of. These factors are the psychographic variables that influence buying decision. This applies especially to luxury items. Owning a particular brand of a car, or gadget or wearing a costume of a particular brand and style may be a status symbol for some.

Behaviouristic.

Consumers' reasons for purchasing products and services can be varied and complex. It could be a fascination or identification with the brand or a loyalty with an existing one or it could be the cost or a belief induced by peer pressure. It is necessary to understand the buying habits and patterns





of the customers. Consumers do take their own time in deciding what to buy, whether it is a kitchen product or a vehicle or a home.

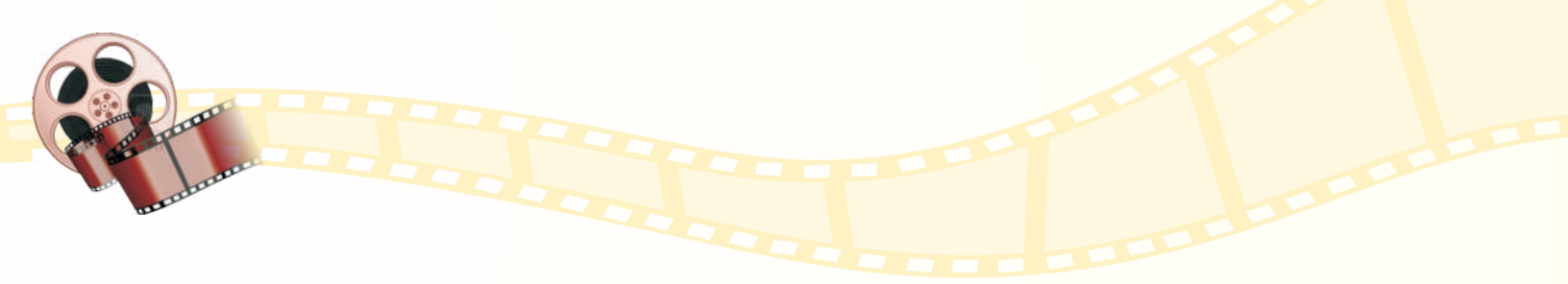
Since all products do not have uniform and extensive range, most businesses use a combination of the above to segment their markets. Demographic and geographic criteria will usually identify and define the target markets. This will give you a clear idea of the purchasing power of the potential customers and will also establish the product is easily accessible to them in their location. Then mostly the psychographic and behaviouristic factors are brought into play to launch a promotional campaign that will appeal to the individuals within the target market.

Portfolio

You have been assigned to design a model Workbook for Science subjects for Class X students. Define the primary buyers for this Workbook. Define your market in geographic demographic, psychographic and behavioristic terms. This product has to sell nationally.

Identify what is important to your customers.





Chapter 2

THE TASK OF ADVERTISING

Promotion of product
Drive sales
Build a brand identity
Increase the buzz

THE TASK OF ADVERTISING

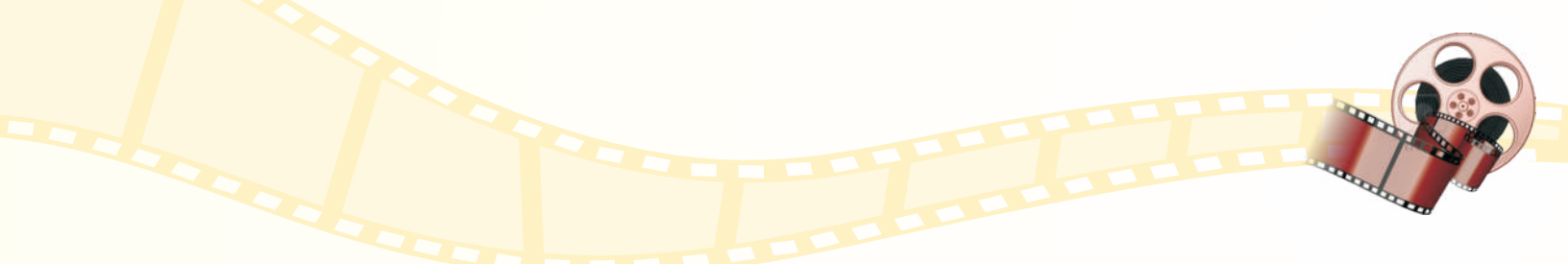
A strong market research and analysis programme forms the support of an advertisement campaign. The marketing strategy defines the profile of the product, the market segmentation, the target audience in all possible details. This detailed brief would be given to an ad agency and thoroughly discussed with them. This prepares the launching pad for an ad campaign to be launched. Professionals of the advertising industry take over the process from this point onwards.

Let us briefly recall the various functions that advertising serves

Advertising serves the following purposes-

- It introduces a new product in to the market.
- It helps distinguish a product from its competitors.
- Through persistent messages and associations, it creates a brand identity.
- It sustains interest in an existing brand.
- It creates brand loyalty.
- It expands sales.
- It creates new demand.
- It creates a buzz and keeps the idea of the product going.
- These then, are the challenges before the advertisers.





Forming a prototype of an ad

When the ad agency receives its brief, it begins to work on the concept of an ad/ ad campaign. Depending upon the reach of the product and resources of the manufacturer, the range of the campaign varies from regional, national and also it varies in terms of the media used. So once the scale is decided upon, the agency begins to make prototypes of ads in various forms such as the newspaper ad, billboard ad, ad on the Net, TV commercial etc.

The following factors would be considered in planning the creative work.

Firstly, a comprehensive view would be taken about the various media to be used and the scale would be defined. The reach of the product, size of the market and the budget required and sanctioned would be the deciding factors in this.

Before the actual ads are made, their prototypes are made in various forms and are tested. Before scripting or the copywriting work begins, the following important points would be considered as guidelines.

Who is the "target group"? How has it been defined in terms of its geographic, demographic, psychographic and behavioural profiles?

This would help in identifying the needs and aspirations of the target group.

About the product-

In what way is it distinct and unique?

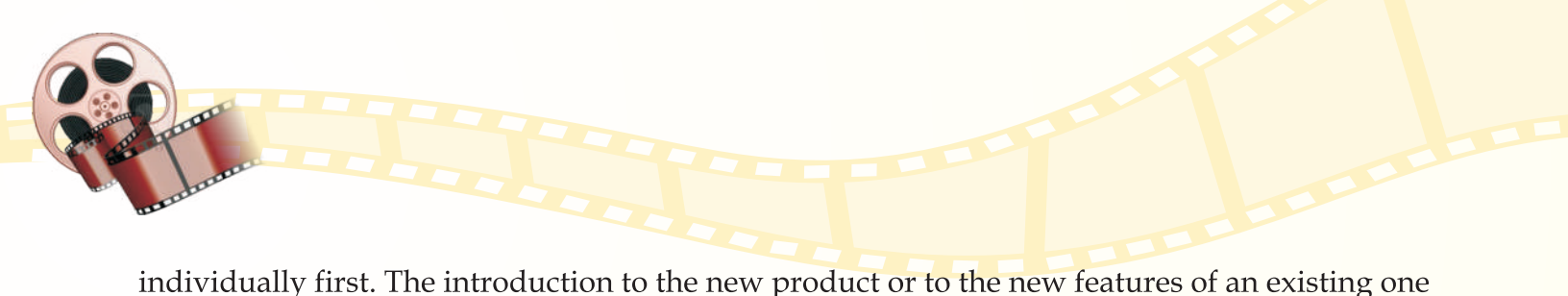
What's its "position" in relation to other similar products?

What are the basic features of the product that will have to be highlighted to appeal instantly to the public?

Initial impact of an ad has to be instant. It literally has to catch the viewer's attention. Since the viewer is always in a sea of messages in every form, a good ad must have a stand out quality to grab his/her attention.

Secondly, even though the target group is identified, the communication between the ad and the consumer will happen at an individual level. So the bottom line is that an ad should appeal





individually first. The introduction to the new product or to the new features of an existing one will form associations at individual level.

These are the ground rules of communication that must be kept in sight at all times while planning and scripting the prototypes.

These prototypes are made as various presentations in PowerPoint and other forms. If it is a major campaign to be launched on TV, Radio, Print, Film, as well as billboards and Internet etc., then various prototypes would be prepared. A newspaper copy with visual plus words could be designed. The radio ad could be in the form of a short dialogue or a skit or a monologue or an announcement and could end with a jingle. A commercial to be shown in cinema halls as well as on TV with a few versions could emerge in the form of a storyboard. Depending upon the ideas generated in the brainstorming, more than one concept may be created within each medium like the print or film. In a print copy, two different sets of visuals and catch-words may be used indicating two approaches. In case a film commercial, two approaches may be tried out e.g. the first one will have a celebrity in the film endorsing the product, the second one will be an approach without a celebrity. Synergy is sought in different media, as the jingle composed will be used in all audio-visual forms be it radio, or TV or film. If there is punch-line planned at the end, then it will appear on billboards, newspaper copies, as well as TV and film commercials.

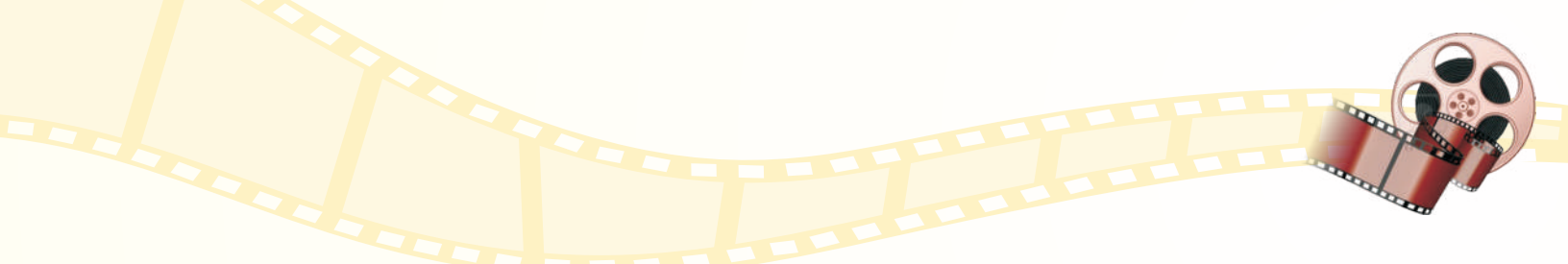
These designs are then put to test in lab conditions.

Central Location Test [CLT]

Often what is called as Central Location Test [CLT], is conducted. During CLT, different groups from within the target audience/ consumers are exposed to the prototypes of the different concepts. Their feedback is taken and analyzed and then accordingly the final decision is taken about what approach to take. The conclusion reached have to be very objectively and open mindedly accepted, even if they are in variance with the objective with which one began. This is very crucial, for these results could be real pointers to how the audience/ potential buyers would react to the messages.

Based upon these findings, it is decided to go ahead with the existing design with modification. Also if multiple approaches are tried out, then the feedback will indicate as to which is working





better and accordingly that decision is made. This decision has to be made in a completely objective way. Pre-suppositions and prejudices have no place in this process.

Then the creative process is given the go ahead and the ads are actually executed and pre-tested with audiences and finally approved by the client/manufacturer.

Exhibition of the ads

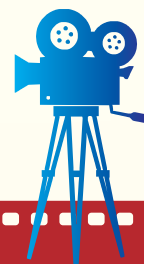
A product is launched through publicity. There are many considerations in this. There are many ways in which it is done depending upon the budgetary and marketing considerations. If the product has an all India market and appeal, then making the ads in local languages is a priority. India is multi-lingual country, so for a major campaign the multi-lingual editions are a must. Thus the same actors or models are selling the same product but in different languages on TV as per the channels on which the ads are appearing. The same goes for the newspapers and billboards. A new product launched during a major television event like the IPL, will have a great visibility nationally and internationally and may establish itself quickly, but will also cost a lot more to advertise. Products are also launched through regional events with a lot of local and regional publicity to create the buzz locally. Sometimes an association is sought to be formed with a product, through an interactive process of involving the members of the target group through competitions, innovative prize schemes etc. posters, banners, brochures, merchandise in various forms like caps, T-shirts with brand logos and catchy slogans.

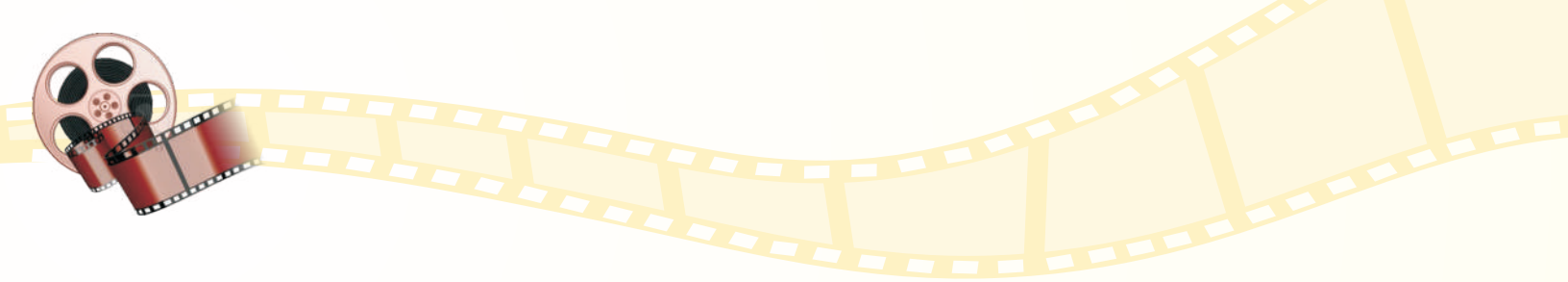
For a long term impact of any advertisement, the frequency of its exhibition also matters along with its quality. In a marketplace everyone is trying to grab the eyeballs of the customers, hence a plethora of audio-visual messages are created and they all are always floating around. The manufacturer must ensure that his messages about his own product do not get lost: hence, the importance of repetition and frequency.

Repercussions of new product and ads on the existing ones

What is interesting is to note that a new brand has to compete in existing market with the existing brands. And the existing brands have to maintain and improve their position in the face of increasing competition. Both the categories depend upon advertising.

No manufacturer can afford to be complacent in a marketplace. Competition keeps everyone on





their toes. So, how do the established manufacturers react to the appearance of the new product and ads?

They can and often do sponsor a survey of the ads and the product of their competitor by a method called Quota Sampling.

But what is Quota Sampling?

Definition

“ Quota sampling is a method for selecting survey participants. In quota sampling, a population is first segmented into mutually exclusive sub-groups, just as in stratified sampling. Then judgment is used to select the subjects or units from each segment based on a specified proportion. For example, an interviewer may be told to sample 200 females and 300 males between the age of 45 and 60. This means that individuals can put a demand on who they want to sample (targeting)”

Source-

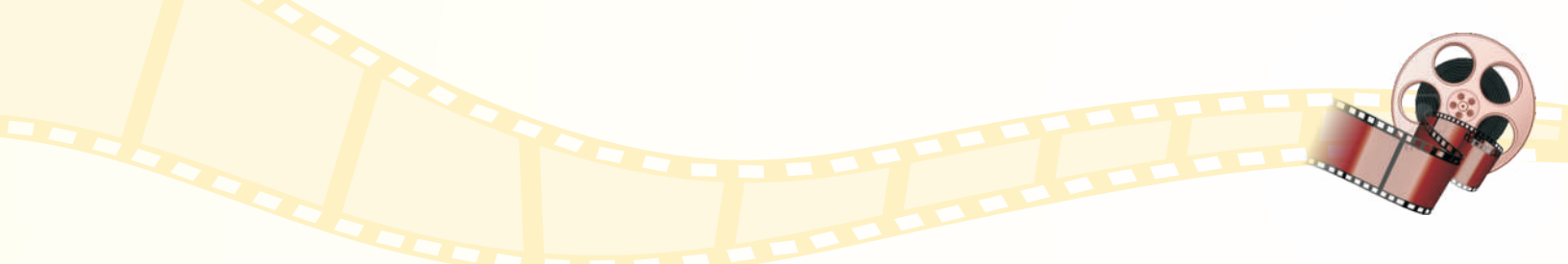
[: <http://www.answers.com/topic/quota-sampling>]

In this way it differs from random sampling.

In quota sampling both *quantitative as well as qualitative surveys* are undertaken of *one's competitor's product and ad*. One's own target group is selected for this exercise. In quantitative surveys, a structured questionnaire with limited options can be given to the participants and their responses are gathered. This is a standardized and a fairly objective procedure in approach. In qualitative surveys, individual free flowing interviews can be conducted: sometimes a group discussion within a small group is conducted and the significant points are noted down.

During the course of this process the absolute and relative preferences of the consumers get revealed. One understands one's strong points as well as weak areas in relation to the competitors as viewed from the customer's viewpoint. This data is referred to psychologists and sociologists to get their inputs about the relative positioning of the brand, of the likely changes in the customers' tastes and profile, how do the customers identify with your and the competitor's brand, are the loyalties still as strong as they were or are they shifting, is there a rise of new expectations etc. etc. This is valuable business knowledge for future reference.





This is considered as fair business practice.

Activity

Students could find three examples of a specific advertising technique from magazines and then answer the questions 1) what advertising technique is being used & how do you know? 2) what message is being delivered by the advertisement & how do you know? 3) is the advertisement effective, why / why not?





Chapter 3

THE AVAILABLE MEDIA

Print -newspapers magazines brochures fliers posters

OOH -billboards kiosks tradeshow events

Broadcast advertising -Radio TV Digital Internet + Mobile + Social Media

'In film' promos

Celebrity endorsements

Cross promotions

Merchandise

Games (Mobile and computer)

Covert advertising

THE AVAILABLE MEDIA

Having created an ad campaign the next interesting stage that follows logically is the use of the available media to disseminate the messages. Although underlying main message is the same for the product or the service that is being advertised. The following are the prominent media available.

Print -newspapers magazines brochures fliers posters

OOH -billboards kiosks tradeshow events

Broadcast advertising -Radio TV Digital Internet + Mobile + Social Media

'In film' promos





Celebrity endorsements

Cross promotions

Merchandise

Games (Mobile and computer)

Covert advertising

How To Pick The Best Media?

Two factors will influence this decision. Budget and the possibility that the chosen medium offers to comprehensively reach the highest percentage of one's target audience.

The old paradigm divided these media into two categories – Published media and Audio-visual media.

Published media would include all kinds of Newspapers, Magazines, Brochures, Fliers Visual and aural media would include Television, Radio, Cinema, Billboards, Posters. Internet combines the properties of both the streams.

While the traditional media continue to exist and be relevant in their own ways, the digital media offers exciting new possibilities due to convergence and a rapidly growing audience.

The advertisement expenditure (adex) of the digital media, which includes internet and mobile mediums, has increased by 74 per cent to Rs 680 crore in 2008-09, shows a survey by Group M.

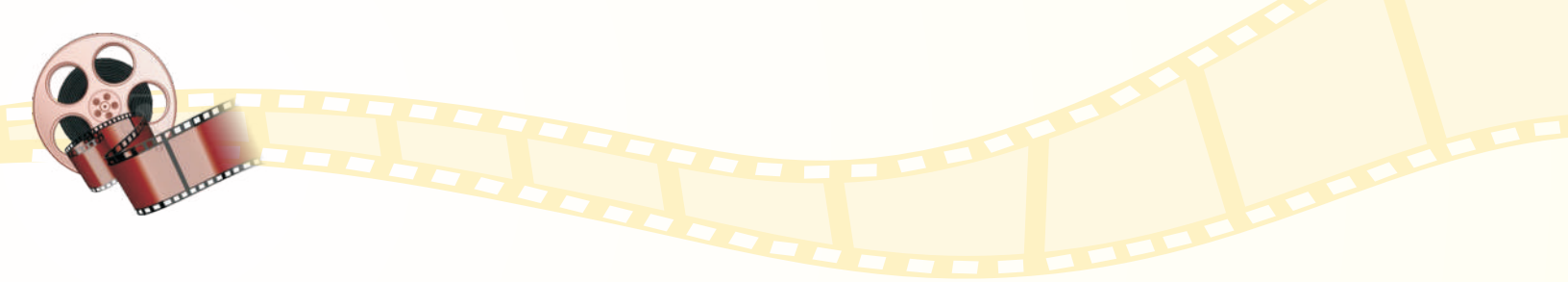
According to the survey, the digital media will see a growth of 25 per cent this year as compared with just 7 per cent for TV and a fall to -2 per cent and -4 per cent for newspapers and magazines, respectively.

<http://www.business-standard.com/india/news/digital-media/s-ad-spend-rises-74-per-cent/358400/>

Advertising Media - Strengths & Weaknesses

There is no ONE medium that is absolutely suitable and the best for all kinds of products. All media are relevant due to their specific and significant relation to the products that they are best





suited to sell. If the target buyers of the product are young collegians in the cities, then internet and social media are absolutely a priority medium. But, if the product is mainly for the rural buyers, then the other media like radio and posters, newspapers and television will be better options.

All forms of media exist with their advantages and disadvantages.

Newspapers

In India the highest percentage of spending was on newspapers for the year 2010. Newspaper ads rank highest for believability for all media. It offers high local coverage and immediate delivery of your message. It is low cost. It has a preservation value. People have the habit of cutting out pieces and preserving them, Special sections like the shopping guide inculcate the habit in the readers to regularly follow up that section. Sunday supplements have a higher and special readership.

On the other hand it has the disadvantages of existing in a cluttered and competitive environment and also has low production quality. Newspapers have a short life span too.

Magazines

Magazines Ads have much better visual and overall production quality. They also have longer shelf life and assured and loyal readership. Since the magazine readership is a known factor, one already has a selected readership.

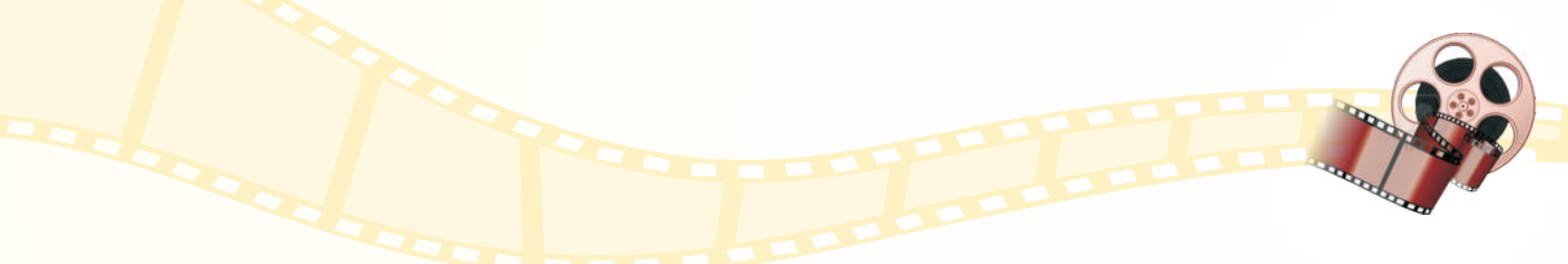
Its disadvantages include inability to deliver messages immediately, comparatively high costs and low frequency.

Radio

Radio Ads have the following main advantages – They deliver the messages immediately and with very high frequency even within a single day. It has a captive audience and the one that will share information locally with each other. It also has a low cost of production. Can reach traveling audience too due to transistors, car radios and mobile phones.

The disadvantages are one can disseminate only audio messages. The messages are ephemeral and have no shelf life. Listening sessions are typically cluttered with all kinds of messages, hence your message exists in very competitive environment.





Television As An Advertising Medium

Three key phrases will define the importance of Television to advertisers -Immediate delivery of messages, High frequency of message and Very high impact. In addition to these there are some other major advantages too. Depending upon the channels and other associations, television ads carry high prestige. Also the reach of television is phenomenally large as compared to any other medium. Moreover, the communication is synchronous internationally. This factor reduces the cost per consumer substantially.

One of the major disadvantages of television is the very high cost of production and that of the airtime. Secondly, the message makes it impact momentarily and then is replaced by another one. So no matter how powerful is the message it exists in a torrent of many similar ones. Then remote control spoils the continuity further by offering an easy facility of channel surfing, so there is no guarantee that the particular message will be seen uniformly as many times as it is aired.

Consider this –

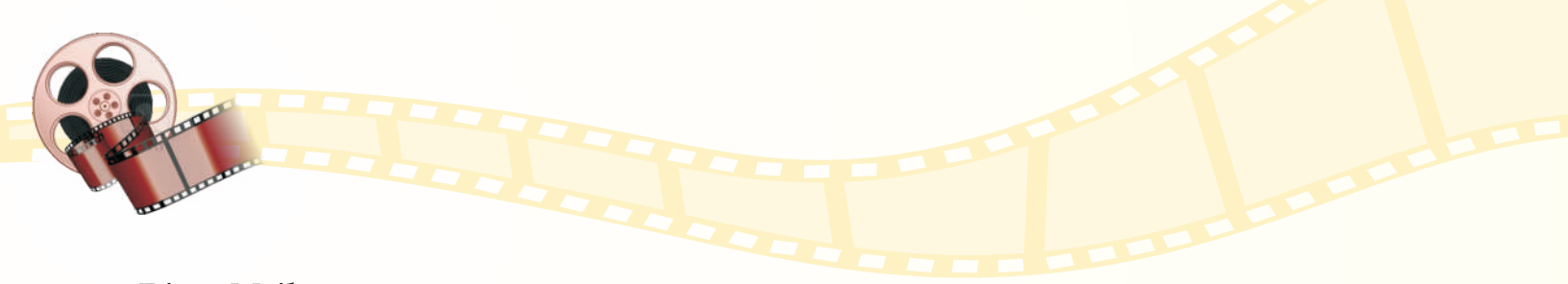
Mumbai: Driven by strong economic performances and rapidly improving consumer confidence levels in the first quarter of 2010, main media (Television, Newspaper & Magazine) advertising activity in India surged by 32 percent, the highest growth amongst the 12 Asia Pacific markets covered in The Nielsen Company's survey on media spends. Overall across the 12 markets, media spends grew by 18 percent.

Year on year (YOY) growth for a twelve month period to March 2010 saw an increase of 26 percent in main media ad spends in India. Across the 12 markets main media spends grew by 15 percent. The main driver of growth in India was the Newspaper, which experienced 30 percent YOY growth in ad spends; the highest percentage growth for newspaper ad spends across all 12 markets covered in the Nielsen survey. Overall newspaper ad spends grew by 14 percent YOY.

Source -Indiantelevision.com Team

<http://www.indiantelevision.com/mam/headlines/y2k10/july/julymam10.php>





Direct Mail

Direct mail may not have any glamour or high profile quality to it, but it certainly is a very effective channel of communication. Normally it has been found to elicit the highest response rate of all media. It also offers the highest level of selectivity of all media. The control over what is communicated is much better than the other channels. The responses of the consumers are easy to measure and quantify in this form. The results are easy to test. In this form, there is no clutter or noise problem, as it reaches the consumer directly and personally. Durability or life span of the message is long. Direct mail is a particularly attractive option for small business owners, as it can communicate a lot of information about a product or service and reach almost any conceivable target group for a relatively low cost.

There are certain disadvantages of direct mail system. Per consumer cost is very high. Since everyone tries out this form, there can be over saturation and the feeling of junk mail may be associated with it. Some people may have the resistance to buy through mail.

Outdoor As An Advertising Media

Out door or Out Of Home [OOH] will include billboards, kiosks, tradeshow, events.

Billboards /hoardings are most prominent. If they are in the right place then have highest visibility all round the clock. Large size does make an impact.

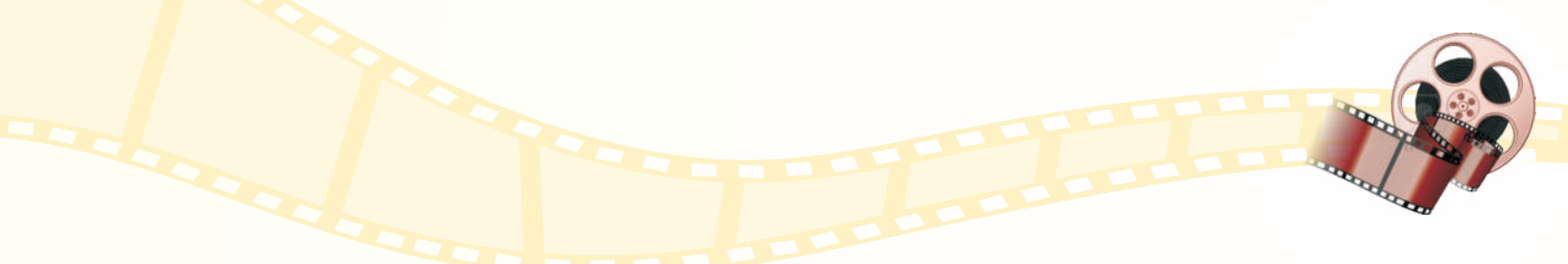
On the negative side are the following considerations -high initial costs are involved in setting up, impact is hard to measure, not too much of content can be put and the cost per consumer is on the higher side.

Kiosks can be set up in malls and such public places. Tradeshow and events have the advantage of face to face interaction and large volume if people coming in, but the effort required is expensive.

Cross promotion

“Cross promotion is a specific marketing tactic wherein two or more businesses team up together to reach a broader shared population.”





“Cross promotion is a process in which two or more advertisers of a product or service associate themselves with each other to increase their profile, reach more people etc.”

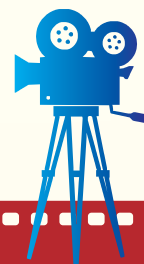
We have one proven case study from USA from many years ago. One American coffee and beverage shop wanted to increase their business. The owner approached another [Egyptian] restaurant in the same building with the offer to serve their products like sandwiches and pitas etc in their own shop to their own customers. By doing that they hoped to attract the lunch time customers to their place. While they made no profit from the products of the Egyptian restaurant, they attracted the clientele that would have gone somewhere else for the snacks and usually people ordered beverages[their own products] along with sandwiches and pita. For the Egyptian restaurant too it was a positive situation as their products sold outside their own premises and their branding increased. It was a win win situation for both.

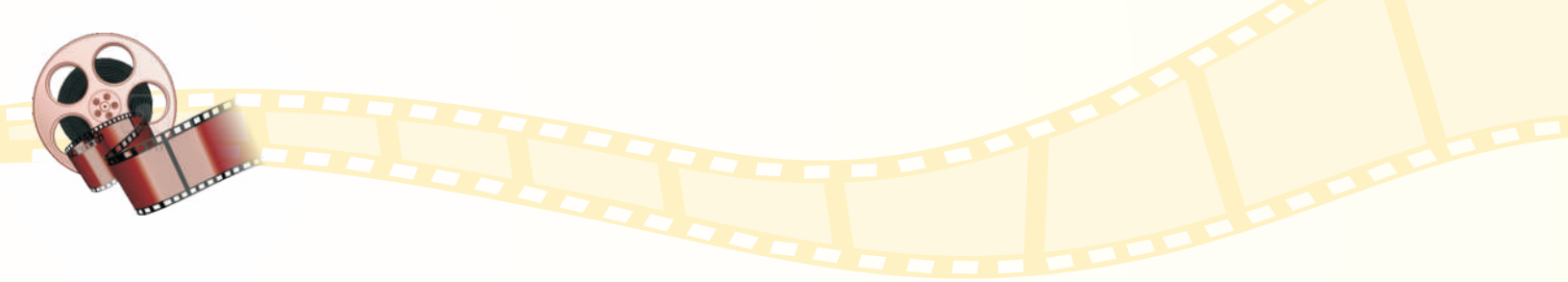
This strategy has caught on well in India and we see a lot of cross promotion happening. Manufacturers of clothes, watches, travel goods etc. team up with the periodicals to offer incentives to the readers. Cross promotion broadens your clientele base: saves time as more people are reached more quickly; saves money as costs are shared. Cross promotions have a catchy quality about them. They at once seem attractive and get people interested instantly. Another fall out of this activity is that since both the partners are mutually promoting each other, their credibility goes up and working together breeds synergy and innovation as new ideas begin to emerge.

Some recent forms

Celebrity endorsements can be very popular and build strong associations in the buyers, but they are quite expensive to produce and air on prime time. Even state Governments are using celebrities as brand ambassadors.

Merchandise- good, clothes bearing the logo or names or designs of the products are another popular way to advertise, but it will be limited to the class of buyers. It is also called Specialty Advertising. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. Since these items remain in use over a long period of time, most companies are successful in achieving their goals for increasing public recognition and sales through these efforts.





Games (Mobile and computer) can be devised to promote the brand, but the reach is limited to mostly the young or tech savvy consumers.

Covert advertising is presently a hot trend in promoting products and services. It embeds a product or brand in entertainment and media like Aston Martin has promoted itself as the high profile car used by the legendary character James Bond. The brand and car will have a very dramatic visual presence in the film. Once upon a time Ads made on Celluloid Film exhibited in theatres were important, they still are shown, but Television with its phenomenal reach has assumed priority now.

In India, Newspapers get the highest share of the advertisement expenses, followed by Television and next come the periodicals. Media spends on Social Issues has expanded in the past 12 months. Issues like Health & Hygiene, Women's and Family Welfare, Primary Education etc. are being sponsored by Private sector too.

Advertising Trends: Digital Convergence

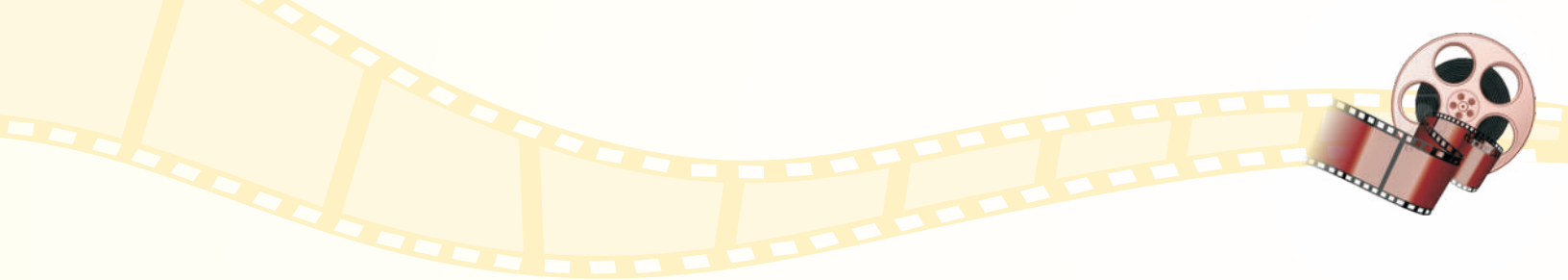
Like most areas of marketing, advertising is changing rapidly. New forms of media available are blurring the distinction between different avenues. Convergence of different media is giving rise to an advertising convergence. The convergence of television and Internet opens many potential opportunities for marketers to target customers in ways not available with traditional television advertising. Even the print is merging into Web.

The Internet has become new hub for the ICE age[information, Communication, Entertainment]. Podcasting Audio – Podcasting Video – RSS Feeds – Networked Gaming – may offer themselves as major outlets for advertising, in the near future. The game of old plus new goes on and the marketers must stay informed of new developments and understand how their customers are using these in ways that may offer advertising opportunities.

Portfolio

You have been assigned to design a model Workbook for Science subjects for Class X students. Define the primary buyers for this Workbook. Define your market in geographic demographic, psychographic and behavioristic terms. This product has to sell nationally.





Identify what is important to your customers].

You have already done this above-mentioned exercise. Based on that formulation, design an Ad Campaign for Workbook along the following lines.

1. Define your target audience.
2. What are the media that you will use? Why?
3. What are the media that you will not use? Why?
4. Prepare a Prototype of the Ad at least in ONE for out of ...Newspaper/ TV/ Web.
5. Remember that your product is being nationally sold. So you must define the kind of newspaper it will appear in, the channel that you would prefer the most and the time of transmission, in case of web, you will indicate the website/s that it should appear upon.





Chapter 4

FORM OF ADVERTISING

Product Advertising

Institutional Advertising (Corporate)

Social Service - PSA

Advocacy Advertising

Comparative Advertising

Cooperative Advertising

Direct Mail

Point-of-Purchase Advertising

Informational Advertising

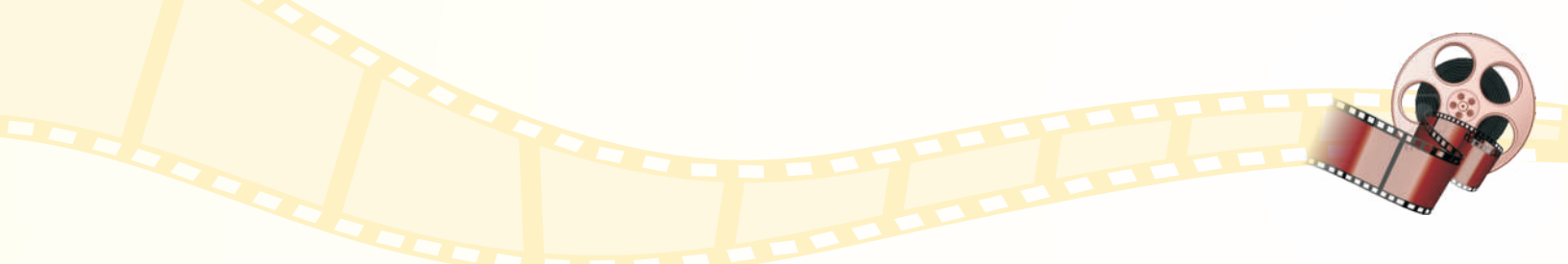
Advertising can take a number of forms, as listed above. When we are talking about the forms of advertising, we are looking at advertising in a broad perspective.

Product advertising is the art of establishing a relationship between a product and its potential consumers. It creates the need in the consumers, gets them interested in its features and directly and/or indirectly informs them as to how the product is better than those of the competitors.

By its nature, this kind of advertisement concentrates on building up the personality or individuality of the product through attractive associations with it in the mind of the consumers.

It can use multiplicity of media and a repertoire of techniques to achieve this. It can use celebrities to form glamorous and credible associations with the products. An eminent sportsperson advocating a sports gear or sports wear or an energy drink will form an instant and appropriate equation. A mature person with high status endorsing a product like suiting will lend dignity to it.





Every campaign 'pitches' itself at a level depending upon its purpose. If it is introducing a new product in a competitive market, then it will be an aggressive campaign, one that is aimed at catching everyone's attention, creating a buzz in the market about the new product. If it is an already well established product, then it may take less aggressive tone and may be will seek to appeal in a familiar way to the consumer. It will seek to renew the already established bond in an innovative way.

The audio-visual strategy or the nature of images and text will depend upon 'the pitch' that has been set.

Institutional Advertising Institutional advertising is very different than the hard sell that is involved in selling a product. The basic purpose here is to promote the image of the company. Often some progressive causes like support to community based programmes, environment, gender issues are taken up as a part of the belief of the company. Sometimes it may promote a novel business idea hat would benefit many businesses Any alignment with a positive cause helps create a good image of the company in the public's mind.

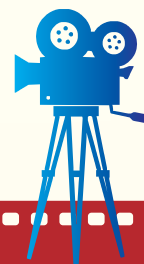
In case, any company has received some negative publicity for whatever reasons , this kind of image promotion through advertising helps reduce the impact of it. It may also help in improving the image of the company once again.

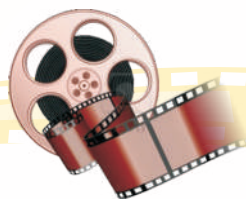
Public Service Advertising

Public Service Advertising is also known as Public Awareness Advertising, Social Service Advertising and Social Awareness Advertising.

Public Service Advertising typically involves generating and transmitting short and precise messages regarding a cause or a problem. The messages have to be dramatic for immediate attention seeking as well as for impact creation on the viewer/ reader. It usually will have a strong appeal to discontinue wrong practices and/or inculcate new ones. The stress is always on positive communication that believes in a better tomorrow. While planning the ads a thorough understanding of the target group must be the starting point.

Public Service Advertising has become very popular and the trend is rising.





Alyque Padamsee was the first Indian to enter the 'CLIO Hall of Fame' for his public service film - India on Handicapped Children: The story of Hope.

Find out about CLIO AWARDS. What are they? Why are they considered prestigious?

Advocacy Advertising

The term advocacy has become an important concept and practice on social activism. It has also been institutionalized by NGOs, Government agencies as well as UN agencies.

Advocacy is an activity by an individual or by a group, that seeks to influence public opinion on matters of public importance such as electoral reforms. The idea is to raise a public debate through media, within the Governmental institutions. Sometimes advocacy may have a perspective to influence public-policy and political decisions. Sometimes advocacy seeks to modify resource allocation within the socio-economic sector. Lobbying, conducting public events, publishing research and articles is very much a part of the scenario and advertising can become an important part of the process.

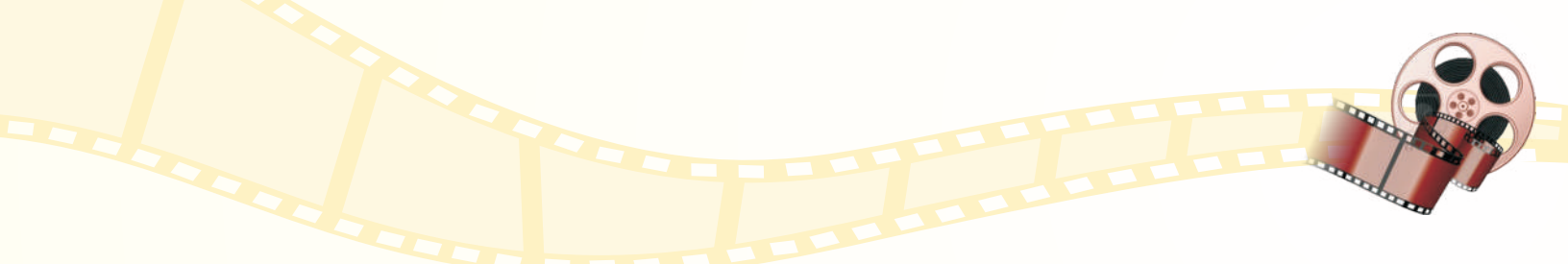
Advocacy advertising is normally thought of as any advertisement, message, or public communication regarding economic, political, or social issues. The ultimate aim of all advocacy is to influence political and economic decision making in the interest of society at large or certain groups within it.

Comparative Advertising

Comparative advertising compares one brand directly or indirectly with one or more competing brands. This is very common and is used by nearly every major industry. This type of advertising is particularly resorted to by companies that are introducing a new product in a competitive market. The underlying idea being to tell the consumers in comparative terms as to how their new product is superior to all the existing ones.

Normally the competitor's product is never named directly, but implied. Also the manufacturers have to be careful about not misinforming the public about their competitor's product as it may attract a lawsuit. Comparative advertising is legal in Europe, United States, Canada, Australia and many other developed countries, but some countries do not allow it. It is a matter of attitude. The United States' Federal Trade Commission (FTC) asserts that comparative advertising is "a





source of important information to consumers and assists them in making rational purchase decisions". It also "encourages product improvement and innovation, and can lead to lower prices in the marketplace".

Everyone may not accept this uncritically as comparative advertising is known to have produced skepticism among consumers. Secondly, there is no positive data regarding its success in changing the established choices of the consumers. It can be tricky to resort to this technique, as if executed incompetently, it reinforces attention to the competitor's product.

Further research-

There was The "Pepsi Challenge" contest in 1975 sponsored by the cola Company in direct competition to Coca Cola its main rival brand. It is an on going phenomenon. This is the most famous example of comparative advertising.

Find out the process and the controversies involved in it.

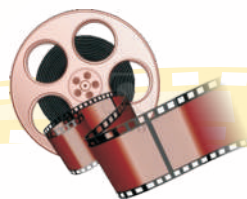
Cooperative Advertising Cooperative advertising is a system that allows two parties to share advertising costs. Cooperative advertising is when two businesses-- usually one very large business and one small business split the cost of advertising by advertising together. The most commonly seen example of this form of advertising is in case of local grocery stores. A large manufacturer of cold drinks will book large and exclusive space under the control of the grocery shop to advertise its product with some consideration to the shop owner. The ads would be prepared by the big company in its standard format and placed by the local retailer, using the store's name. Its benefit to the manufacturer is being able to advertise at the local rate for media, since all advertising is displayed by the local retailer. This usually works out cheaper than the national rate.

The small business got a sign for cheap and the soft drink company got themselves a building to advertise on. Cooperative advertising is found in print, radio, and television as well on the walls of buildings and on billboards. Hence, it is symbiotic in nature.

Direct-Mail

We have seen the advantages and disadvantages of this form in the earlier chapter, but we must understand it conceptually as the most direct and personal form of advertisement that uses mass media. This is its uniqueness.





Point-of-Purchase Advertising

A lot of our buying is impulsive. Something attracts our attention and we end up buying it as an on the spot decision. Point of purchase advertising is precisely designed to induce us into such buying. Various window displays, floor stands, banners are strategically placed like near the payment point in a shop- so that it catches your eye and induces the impulse to buy. Window shopping may also induce this impulse. Banners anywhere can make you curious.

It is estimated that a lot of specific decisions about buying are made inside the retail shops and to encourage the trend further a lot of large stores have introduced Dynamic POP displays like small screen to to 42"(or larger) LCDs and projection displays, helping deliver targeted marketing content to shoppers at the point-of-decision.

Informational Advertising

Informational advertising is mostly used when a new product is first being introduced. It has a comprehensive approach to the information regarding the product. The emphasis is placed upon making the product name registering sharply, on stressing upon the benefits, and the possible uses to the consumer. When sport utility vehicles (SUVs) were first introduced, the car manufacturers used this strategy quite successfully.

Once the new product becomes familiar , then the campaign may change its pitch and go in for more persuasive and brand building techniques.

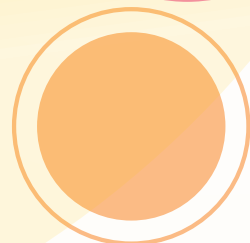
When the aim of the advertising is to give people information about the availability, characteristics and prices of goods, we call it "informational advertising." This sort of advertising increases the consumer's range of choice and may improve the quality of the decisions consumers make. It can also contribute to the effectiveness of price competition, so (in some markets) it may complement price competition and bring the market closer to the supply-and-demand outcome than it otherwise would be.

Exercise

Find an example of each of these forms of advertising and analyse them in 4 lines each, highlighting their main features.







CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 092 India