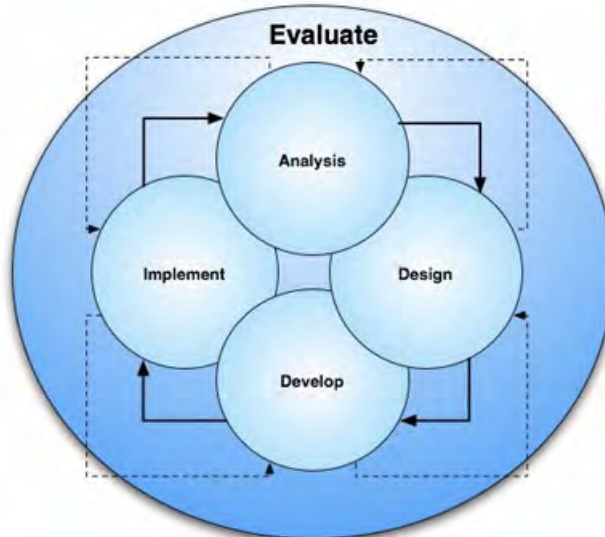


Model ADDIE



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Model Alessi & Trollip



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Tahap Perancangan (DDDE)



Tahap **Decide** menentukan:

- Tujuan
- Pengguna Target
- Cakupan Materi
- Model Penyajian

Sambil melakukan **EVALUATE**



Tahap **Design** menghasilkan:

- Outline isi
- Flow Charts
- Screen Design
- Story Boards

Sambil melakukan **EVALUATE**



Dalam tahap **Develop**, semua komponen: *Text, Graphics, Audio, Video* dan *Animasi* dikemas menjadi produk MM menggunakan authoring tools.

Sambil melakukan **EVALUATE**

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Hasil Tahap Perancangan

- Outline Isi
- Flow Charts
- Screen Design
- Story Boards

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Outline Isi

- **Garis besar isi multimedia/GBIPM**
 - ▣ Berisi komponen multimedia apa saja
 - ▣ Berisi topik-topik apa saja
- **Perkiraan timeline**
 - ▣ Waktu penyelesaian
 - ▣ Waktu/durasi multimedia

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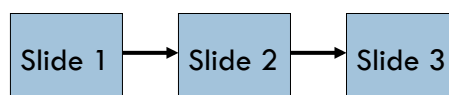
Flow Charts

Flow Charts

- Flow chart menggambarkan **urutan** dan **struktur** program.
- Beberapa jenis struktur Flow Chart adalah:
 - Linear
 - Star
 - Tree
 - Cluster

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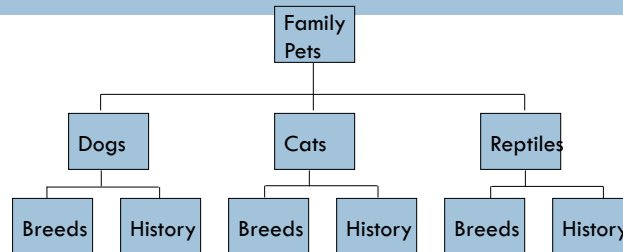
Flow Chart Linear



- Flow Chart Linear menggambarkan presentasi dengan urutan tertentu atau prosedur step by step.
- Terdapat navigasi NEXT dan BACK
- Contoh: Power Point

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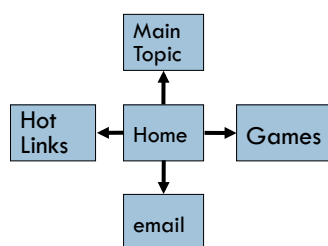
Flow Chart Tree



- Tree Structures are appropriate when a Main topic branches into several other Sub topics.
- Movement options usually allow users to branch:
 - Forward
 - Backward
 - Previous
 - Main Topic

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Star Structures



Star Structured Flow Chart

Star structures are used when one idea branches into several other single ideas.

Web pages and **hypermedia** programs are usually designed with a Star format.

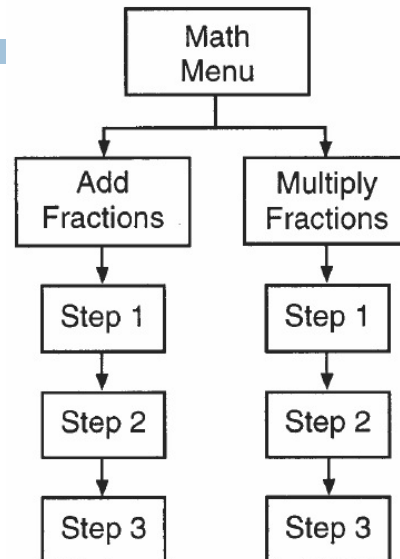
Users may navigate in a variety of directions. In most instances, users may branch:

- Forward
- Backward
- Main Menu

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Cluster Structures

- The cluster approach combines the tree and linear structures.
- In this case, the Main Menu (first card or page) may contain several options, but thereafter the program proceeds in a linear manner.



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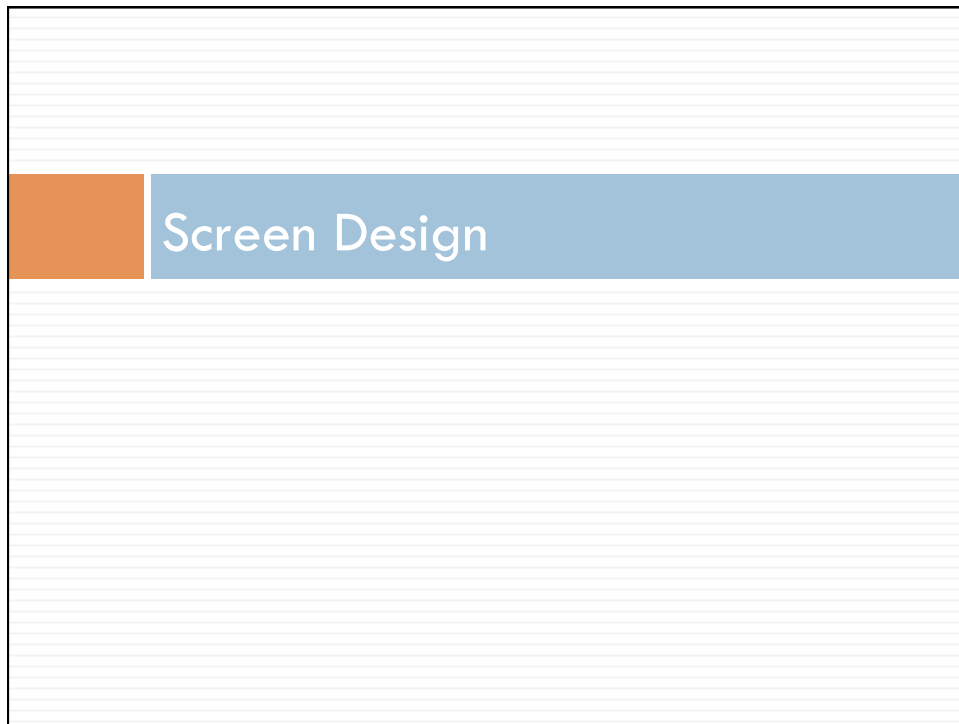
Membuat Flow Charts



- Identify each main topic.
- Identify and Group together smaller sub-topics.
- Based upon the content, *draw* the order or sequencing of the Product.
- Make sure each topic is labeled.
- Systematically go through the sequencing.

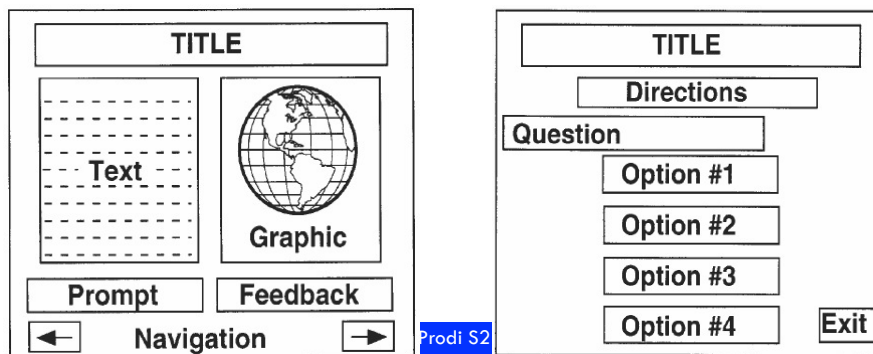
Evaluate, Refine and Make Modifications as you go.

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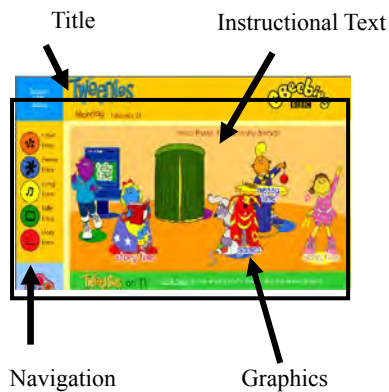


Screen Design

- Screen design berupa template layar yang digunakan dalam multimedia
- Tiap bagian/seksi menggunakan satu screen design agar konsisten



Consistent Screen Layouts



Determine the following for each screen “type”:

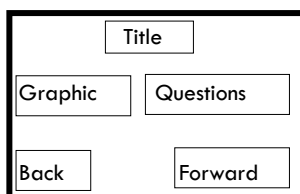
- Title location
- Informational/Instructional text, font, location
- Graphics location and relationship with supporting text
- Navigational Options

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Hypermedia Screen Designs



Question Screen



Hypermedia tools like PowerPoint and HyperStudio *usually* have three (3) different screen layouts:

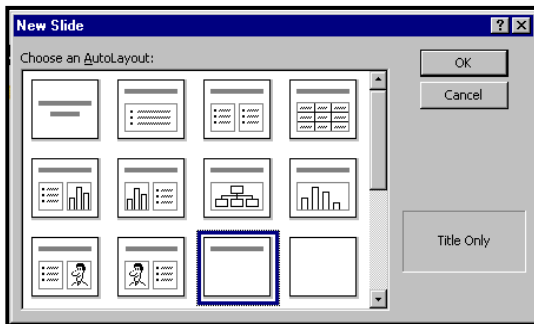
- Instructional Screens
- Menu Screens
- Question Screens

Remember, there may be more than one screen template per project.

Make sure that each screen type is consistent.

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Using Templates For Screen Designs



Power Point screen template options

Most multimedia design tools usually have predefined templates that have been developed.

Screen Designers may create their own screen layout or use Templates provided.

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Story Boards

Storyboard

- Storyboard adalah prototipe kasar yang berisi rangkaian sketsa layar.
- Storyboard digunakan oleh perancang untuk mengilustrasikan dan mengorganisasikan ide-ide dan untuk memperoleh umpan balik.
- Storyboard sangat bermanfaat dalam pembuatan presentasi multimedia.

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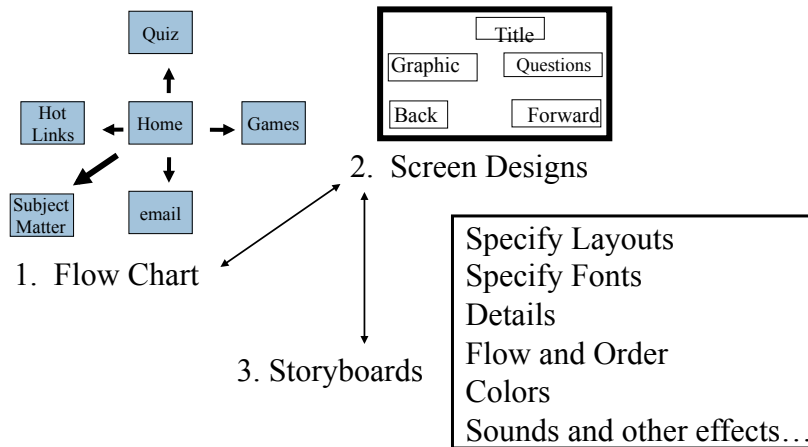
Manfaat

- Memberikan ringkasan/garis besar dari sistem
- Memerlihatkan fungsionalitas dari elemen-elemen stodyboard.
- Memerlihatkan skema navigasi
- Dapat mengecek apakah presentasi sudah akurat dan lengkap.
- Dapat dievaluasi oleh user.

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Flow Charts – Screen Designs – Storyboards

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Creating Storyboards

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Storyboards enable you to create a mock up of the multimedia project **BEFORE** committing to anything! Storyboards provide the supporting details for each screen:

Text	Bullets
Audio Files	Colors
Video Files	Animations
Graphics	Font type and Size

DETAILS DETAILS DETAILS!!!

Test out the presentation on paper first! It's easy to make changes with the Story Boards.

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Creating Storyboards

- **Collect the tools**

- a very large sheet of paper or card, or
- several smaller sheets,
- pen or pencil, coloured pens.

- **Represent the components**

Sketch the components that will be displayed on each screen, including text (rough sketches will do for a first draft).

- **Add the navigation structure:**

- draw the buttons,
- show the links (e.g. with arrows or numbered screens)

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Creating Storyboards

- **Annotate the drawings:**

- show where animations will occur,
- indicate which sound files will play and where,
- add any other effects (transitions, text effects etc.).

- **Add detail**

- add an indication of colour to the background and the text,
- describe text fonts/styles.

- **Produce a document fit to show a user/client**

- attractive,
- clear,
- gets the message across!

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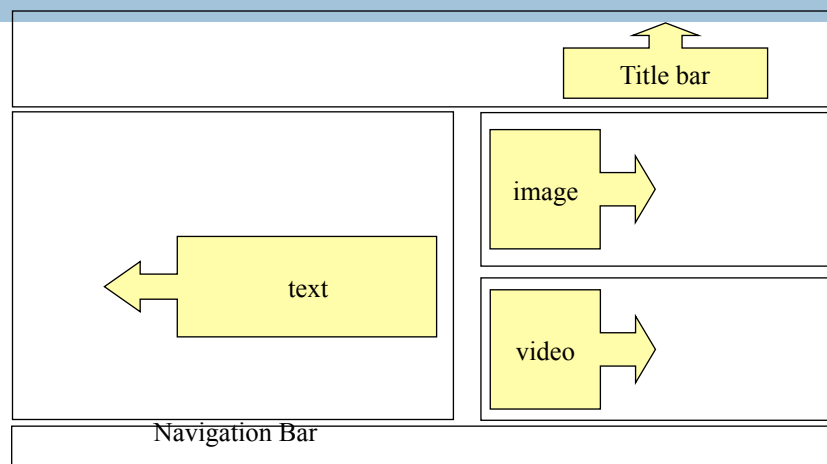
Advantages of storyboarding

27

- The designer is forced to **think visually** to convey the message.
- The storyboard is **flexible**, allowing designers to rearrange ideas.
- It can be used to **show the flow** between scenes, enabling the multimedia author to keep track of the action during development.
- The storyboard can be **shown to the client** for approval before committing to development of the product.

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Storyboard



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Multimedia Content

Heading -Arial, 44, bold, colour (RGB 91,72,83)

Hyperlink →

About the team ...
.....
what they said
about the
journey and
landing etc

**Arial, 44, bold,
Colour-
(RGB 60,39,24)**

→

Team on
the moon

moon landing

Background music

Menu options

back for home quit

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Design Phase Outcomes

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Outline of the Product Content

Evaluate

Flow Chart

Evaluate

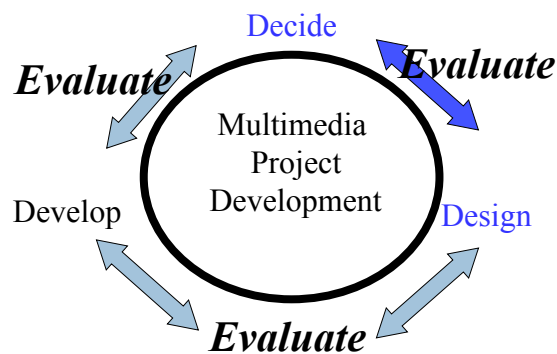
Screen Designs and User Interface

Evaluate

Storyboard

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Design is an Cyclic Process



Each Phase produces information that is passed onto the next.

Evaluating the content and making changes is part of the process.

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Evaluate The Design Phase Deliverables

Summary – Planning & Designing

- Verify the research information obtained during the Decide Phase, the ideas defined can be mapped using Flowcharts.
- Map out the flow using a flowchart; make sure sequencing and all links and are defined.
- Once flowcharts are approved, begin the Storyboard.
- Make sure everything is clear and complete!
- Now you are ready to produce the multimedia document.

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Tugas

- Buatlah rancangan proyek Multimedia yg berupa: **Outline, Flowchart, Screen design** dan **Storyboards**. Rancangan ini nanti akan anda buat sebagai proyek akhir semester.

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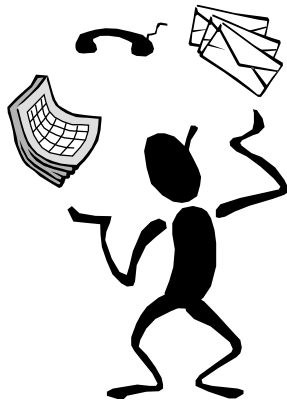
Design Issues to Consider

What Makes a Good Multimedia Presentation Design?



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Design Issues to Consider



In addition to the following considerations, please refer to pages 61 and 62, *Multimedia Projects in Education*, by Karen Ivers for more ideas.

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What Rules Apply?



- The design must be **Clear** and **Eye Catching**
- The user needs to be able to **quickly grasp** and understand what is being presented
- The “**message**” needs to be **clear**, focused and concise
- Combine high quality graphics design techniques, **easy to use navigation tools** and logical presentation of material
- Pay attention to the multimedia navigation, multimedia presentation organization and **consistency between pages**
- Because some projects are never finished - **keep the information updated** and current, change the graphics...

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Design Consideration Check List

- _____ Create A Clear and Eye Catching Design
- _____ Consider Your Audience
- _____ Establish Consistency
- _____ Keep Web Pages Short
- _____ Important Information Goes Up Top
- _____ Limit The File Size Of Each Page
- _____ Reuse Images
- _____ Add Background Color
- _____ Be Aware Of Web Font Limitations
- _____ Be Aware Of Browser and System Differences
- _____ Don' t Give Too Many Links At Once
- _____ Create A Sensible Navigational System

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Overall Design Considerations

- Consider Your Audience
 - ▣ Decide who your audience is
 - ▣ Design the multimedia product with their needs in mind
- Establish Consistency
 - ▣ Consistency is extremely important with multimedia screen design because one mouse click can send you anywhere
 - ▣ When creating more than one page, make sure that the flow and consistency of look and feel are adhered to.
 - ▣ Visually, visitors need to know they haven't left your presentation or Web site!

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Overall Design Considerations

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- Choose a Background
 - ▣ Consider the background early in the design process.
 - ▣ Ensure good contrast between the text and background so the information may be read easily.
 - ▣ Some text/background colour combinations should be avoided, e.g. red/black, blue/black, red/green.
- Create A Logical Navigation System
 - ▣ Users want to locate information quickly and easily.
 - ▣ Repeat the navigational tool on every screen.

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Overall Design Considerations

Important Information Goes Up Top

The most valuable real estate on a Web page is space at the TOP of the page.

This is where people go first!

Add Background Color

Make sure you have enough contrast between the font and background so the text may be read easily.

Create A Sensible Navigational System

End-users want to locate information quickly and easily.

Provide both a graphical tool bar and text.

Repeat the navigational tool on every page.

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Web Page Design Considerations

Keep Web Pages Short

- Set an upper limit to amount of text you put on each page
- Somewhere between 200 - 500 words per page is reasonable.
- Remember you can always add another page!

Don't Give Too Many Links At Once

- Sometimes when visitors are given too many links at once, they may become overwhelmed, leave and never come back!

Limit The File Size Of Each Page

- The more information you put on the page, the longer it takes longer to load.
- Graphics, audio and video take up a lot of space and take a long time to load.
- Set an upper limit of kilobytes per page (the sum of all kilobytes per graphic, text and any background patterns used) of approximately 40 - 60 kilobytes.
- Remember that there is a good chance that some of your audience will have a slow connection.

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Web Page Design Considerations

Reuse Images

- The Web requires designers to consider how many graphics to put on a page. Generally, the more graphics, the longer it takes to load.
- Because most browsers cache graphics or save the image file to the hard drive, the browser can just load the same (saved) image.
- Repeating images contributes to consistency.

Be Aware Of Browser and System Differences

- Remember, not all browsers provide the same options for displaying font and type styles.
- Not all browsers offer the full range of font size, color or style capabilities.
- Fonts generally appear larger on a PC than a Mac.
- The best thing to do is to design the Web page for the most popular computers and browsers.

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Web Page Design Considerations

Be Aware Of Web Font Limitations

Many older Web Browsers support only **Times Roman** and **Courier**, which are the defaults for Netscape Navigator and Microsoft Internet Explorer.

The standard defaults (Times Roman and Courier) come in seven (7) type sizes, **bold**, *italic* or **bold italic**.

Color may be specified. If using color, you may want to apply a “meaning” to the color such as a link to another Web site.

The latest versions of the browsers support the use of additional fonts, but only if the the machine doing the browsing has the additional fonts installed.

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Design Phase Decisions - Content

□ Information Design

- The goal is to communicate a message, whether the product is:
 - a game to play,
 - a tutorial to learn a skill from,
 - a marketing exercise,
 - an information provider.
- Does the product content already exist and can it be used?
- The quantity must be right; sufficient but not too much information.
- The content must be factually accurate.
- The content must be organized into a logical structure.
- **The design decision is how best to communicate the message.**

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Design Phase Decisions - Style

□ **Aesthetic Design**

- Determine a style for the product:
 - what style of graphical images will be used?
 - what visual effects are required?
 - what colour scheme? is a 'house style' required?
 - what style of text? fonts, size, colour?
 - will a theme run throughout, or will each screen be different?

□ **Navigation style**

- There are several navigation styles to choose from:
 - sequential,
 - menu structure,
 - tree structure etc.

□ **Remember the message and the audience.**

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