Managing Interactive Media Projects (Graphic Design/Interactive Media)

Tim Frick

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From the birth of a media project idea to the implementation and maintenance of that project, this book provides the skills and know-how to master the process of managing interactive media projects. Managing Interactive Media Projects offers important insights and techniques for various approaches to the process of creating interactive media. It covers the ever-important steps of planning, documenting, writing, designing, implementing, testing, debugging and maintaining interactive media projects that range from web sites and online media to DVDs, CD-ROMs and Flash. Detailed breakdowns of key steps in developing interactive projects coupled with in-depth case studies and digital supplemental materials make it a valuable resource in today's creative market. Written in a cohesive yet easy to understand manner, this book will transform the daily drudgery of technical specifications and documentation into an easy-to-implement process that will help readers to surpass even their own expectations on their interactive media projects.

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