

Process of Building a Website: Multimedia
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Purpose of Multimedia product

The purpose of this video is to show viewers the different steps of preparing wood boards to create wooden signs and to help viewers feel more comfortable with the process. Most crafters are comfortable with painting on premade wooden signs but are intimidated by using power tools. By demonstrating all of the steps from cutting to staining, I can show viewers that using power tools is possible as long as they remain safe.

Target Audience

The target audience is new crafters or do it yourselfers. They have limited experience with power tools but are willing to try new experiences.

Software Rational

For this multimedia product I used an iPhone 11, Canva, and iMovie. I filmed the action shots using iPhone because it allowed me to use the time-lapse feature to speed up the video as I filmed. This was useful because each step of the process takes a long time. By speeding it up, I was able to show viewers the process without losing their interest due to a longer video. For the opening screen, supply list and safety remind I used Canva to create the video clips because it provided me access to animated clipart. Canva is also easy to create a cohesive color, font, and background theme throughout the video. Lastly, I used iMovie to edit the iPhone videos, combine the videos from both the iPhone and Canva, and record my voiceover. iMovie was the right choice because it has easy to use video editing software built right into it.

Multimedia Product Process

1. Record video(s) using a phone.
2. Airdrop or email videos to computer.
3. Use canva.com to create title slide, supply list, and safety videos.

4. Download videos to your desktop from canva.com.
5. Open up iMovie.
6. Import video clips to My Movie.
7. Drag video clips down to the project workspace at the bottom.
8. Trim the video clips to the desired portions.
9. Click the microphone button.
10. Click the red button to record voiceover audio.
11. Export file.

Conceptual Framework

Multimedia Concept Map



During the development process, creating the storyboard helped me frame the theme for the video. It helped me plan out how each part of the video would need to be shot, to ensure the entire message comes across to the viewer. I have previously filmed different parts of the process but usually skip filming the sanding and cleaning portion because they are the less glamorous

portion of the process. Without creating the storyboard, I might have missed sharing these valuable steps with viewers. I made the decision to add a safety review at the end because as I created the storyboard, it became clear that there needed to be a wrap up to the video.