

CHAPTER III METHODOLOGY

3.1 Development Method

The development method that is used in this project is MDLC (Multimedia Development Life Cycle). Pratama, W. (2014) stated that MDLC is divided into six different steps, which are concept, design, material collecting, assembly, testing and distribution. See Figure 3.1 to see this project development method.

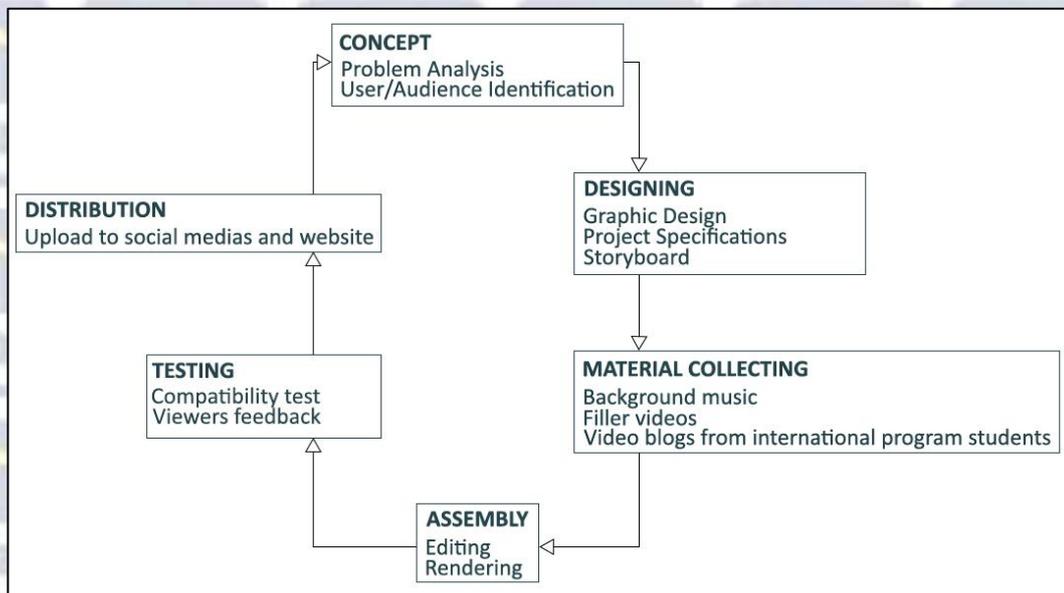


Figure 3.1, Multimedia Development Life Cycle (MDLC)

These 6 stages will not always be systematically done, the stages can change position with each other. Following are the explanation of every stages in MDLC method:

1. Concept

Concept stage is the first stage in MDLC, where the objective and end-user for the application is decided (audience identification). The identification of end-user and objective are decided because the audience and objective can

impact the multimedia concept that will be made. The concept for this project is to create a marketing video for Universitas Internasional Batam's IRO (International Relation Office).

2. Design

Designing stage is where the specifications for program's architecture, style, interface and materials that are needed for the application/program are made. Output of the project will be a video containing several video blogs of UIB's students that have joined the UIB's international program.

3. Material Collecting

This stage is where collecting of materials that are suitable for the needs of the project, library research can also be conducted in order to help the process in designing of the application. Some of the materials that will be needed for this project are audio form background music, student's video and international university profile video and picture from UIB international program students.

4. Assembly

Assembly is the phase where all of the objects or multimedia materials are made. Construction of the video will be based on storyboard that was created in the designing stage using all the material collected to create video about international program in UIB.

5. Testing

This stage is done after the completion of Assembly by running the video project in order to see if there is an error or unwanted scenes in the output.

In this phase, we will see that the rendered result is responds well and checkout in quality both in video and audio.

6. Distribution

In this stage, overall of the project will be saved in a storage media and distributed for Universitas Internasional Batam's international relation office marketing purposes. If the media has an insufficient storage, then compression of file will be done.

3.2 Problem Analysis

As previous chapters have stated, the writer intends to create a video that will serve as for UIB's international relation office promotional media that can attract and inform the people watching especially UIB students and prospective students.

The video will consist of several video blogs that have been filmed and submitted by students of UIB that have previously or still undergoing UIB's international program. In the video blog that have been submitted, the students will talk about their experience and university life outside of UIB, tips and tricks, and personal statements on how UIB's international program is something should not be missed.

The main purpose of this video project is to promote, to market UIB's international relation office and its programs, but alongside the promotion it will also contain informative media that will explain and broaden the mind of students about why does it matter to go out, explore and experience university life in several different places outside of UIB because many students whom are studying in UIB does not have a strong will or desire to join UIB's international program, mostly because the lack of reasoning for them to join, and this video project will act as a media that will be able to give them an inner desire to join the program.

3.3 Hardware Specifications Analysis

The process of designing this marketing video project for Universitas Internasional Batam will require several hardware appliances and softwares. Several of the system usage will be elaborated in Table 3.1.

Table 3.1 Hardware Specifications

Hardware		
Type	Explanation	
Computer	Manufacturer	ASUS
	Model	TP500L
	BIOS	TP500LNG.200, 8/1/2014
	Processor	Intel® Core™ i7-4510U
	CPU	@2.00GHz 2.60GHz
	Memory (RAM)	4.00 GB
	DirectX Version	DirectX 12
	VGA	NVIDIA GeForce 840M
Software		
Adobe Photoshop CC	Software used to design and create graphic properties for the project	
Adobe Premiere CS6	Software used to design, create and compile videos gathered for the project	

3.4 Design Process

3.4.1 Concept

The concept to this project is to create and design a marketing video that can serve as a media to promote Universitas Internasional Batam's international office international programs to UIB's students and prospective students.

3.4.2 Design

The design of UIB's promotional marketing video will be based on these four parts storyboard that have been designed:

1. Opening Scene

First storyboard will be the opening screen when the video is first played.

In this scene, there will be UIB's logo shown on as an overlay for a filler video (see Figure 3.2).



Figure 3.2, Storyboard Opening Scene

2. Students Scene

This scene will contain the videos of several students from UIB whom have joined and experienced UIB's international program in different countries (see Figure 3.3).



Figure 3.3, Storyboard Students Scene

3. Filler Scene

Filler scene is the scene where the video will show a panoramic or a promotional video for the university the speaker will speak about in the video to inform viewers more about the university (see Figure 3.4).

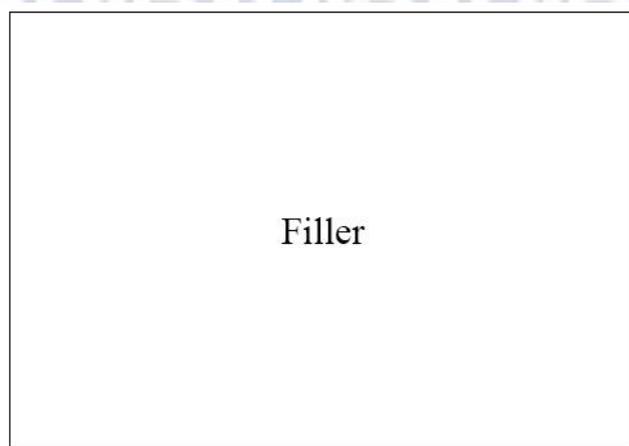


Figure 3.4, Storyboard Filler Scene

4. Ending Scene

The last scene will be the ending scene. This scene directly fades in after the previous scene in the video. In this scene, it contains UIB's logo and below the logo will be shown UIB's slogan (see Figure 3.5).

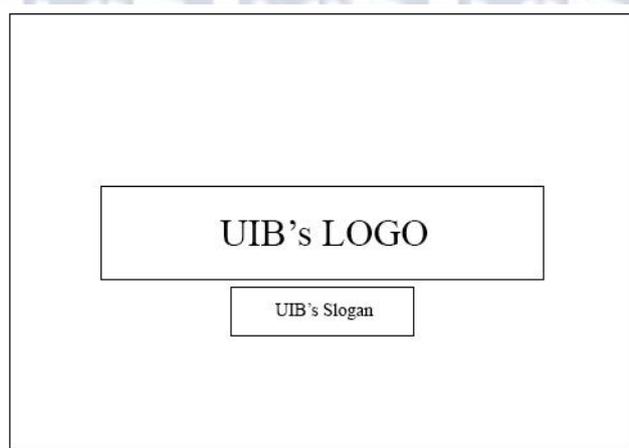


Figure 3.5, Storyboard Ending Scene

3.4.3 Material Collecting

The following are the data needed in order to design the project:

1. Audio

This project will contain only one video, which will be used as the background music of the entire video project (see Figure 3.6).

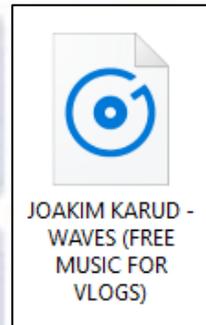


Figure 3.6, Background Music (BGM) Audio File

2. Video

These are the video files collected from several students that have joined UIB's international program. These videos will be used and compiled into the output of this project (see Figure 3.7).

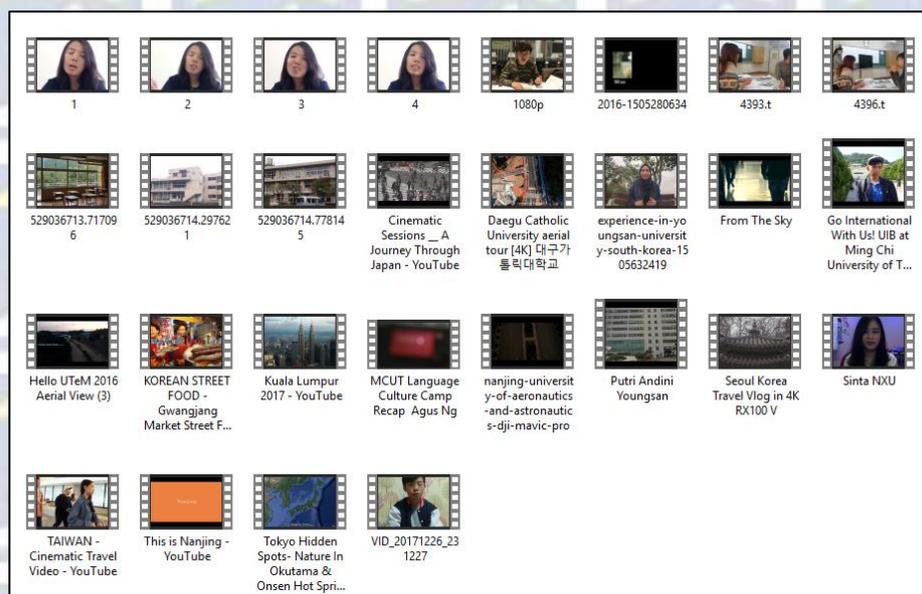


Figure 3.7, Videos Collected

3. Images

In Figure 3.8, the graphics are made in Photoshop CC. It contains UIB's logo, name and several other that will be used as a descriptive label in the video.



Figure 3.8, Images Collected and Created

3.4.4 Assembly

The assembly phase will consist of several steps starting from trimming, compiling and rendering.

1. Trimming

This is the first phase that should be done in the video project editing. We gather the videos that have been collected through online and also from the students of UIB. Trim the video and contents that will not be used for the compilation video.

2. Compiling

After trimming, the contents of the video will be used, combined and designed into a logical timeline in Adobe Premiere Pro CS6 program.

3. Rendering

Last step after we did trimming and compiling will be rendering. We will render the video in 16:9 ratio.

3.4.5 Testing

Testing phase will be conducted by testing out the output of the rendered video with several media players in order to see if the format is compatible and the quality is right. After compatibility testing, the writer will have a few of test play to check if the rendered output has any unwanted scenes and gather feedback from some people.

3.4.6 Distribution

Marketing video project that has been rendered and tested will be uploaded to UIB's official website and social media (e.g. UIB's Instagram, Facebook, and Twitter) in an .mp4 file format so it can be played in various different media players.