

Let It Go At PKI

By

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Dedication

I would like to dedicate *Let It Go At PKI* to my family and friends. Without their continued support, I would not have been able to complete this project.

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Abstract

Although a city may have many well-known attractions and tourist spots, in many cases the history of these local treasures may go unnoticed. In Cincinnati, Ohio, Paramount's Kings Island (PKI) is an enjoyable place to spend a summer day with one's family. PKI is a place where people can escape from their everyday lives. In 2002, Paramount's Kings Island celebrated its 30th Anniversary. The Park has undergone many changes since it opened on April 29, 1972. Even though some people may have had the chance to see PKI develop over the past thirty years, many visitors to the park have not had this opportunity. There are books available that describe the various roller coasters at Paramount's Kings Island; however, currently there are no published documents about PKI, itself. This interactive-multimedia CD will allow past, present, and future PKI visitors to see Kings Island for the attraction it is today. This CD allows users to do more than just read the history and view pictures of the many attractions within the park; it provides an all-inclusive look inside the gates of Paramount's Kings Island through the use of videos, music, and other features.

Let It Go At PKI

1 Statement of the Problem

1.1 Definition of the Need

After providing excitement and entertainment for families over the past thirty years, Paramount's Kings Island (PKI) still has no published history. There are books and amateur Web sites that contain information about PKI's record-breaking rides (e.g., The Beast and Drop Zone). However, one single source does not exist that contains information (past and/or present) about the rides, the shows, the special events, and the PKI atmosphere as a whole. This lack of a published history could be resolved with this project. This interactive CD can be used to educate people about PKI or solely for entertaining park visitors and amusement park enthusiasts.

2. Description of the Solution

2.1 Description and Intended Use

The main goal for this project is to create an inclusive source of information about Paramount's Kings Island, as it is today. The final product provides the user with information about all aspects of PKI: thrill rides (e.g., Son of Beast), children's rides (e.g., Flintstone's Boulder Bumpers), in-park entertainment (e.g., Graveyard Shift), celebrity performances (e.g., Aaron Carter), and special events (e.g., FearFest), as well as many other aspects of the PKI experience. Users can move freely through the product, allowing them to view pictures and videos of the various attractions within Paramount's Kings Island. Users can read information about the park's history. A trivia section is also included for users to test their personal knowledge of PKI's 30-year history.

2.2 User Profile

There is one user profile for this project, since it is intended for ages 7 and older. Although some may have more computer experience than others, the goal is for this project to be easy for anyone to use. It is graphically intensive, with many labels. A person with a minimal amount of Information Technology (IT) experience will be able to enjoy this product. A user will need to know the basic operations of a computer and know how to operate a CD- ROM. There is a 'Help' section offered within the final product that serves as a 'key' for the various buttons within the project. This 'key' should allow anyone to use the project with ease. A person with a higher level of IT experience should not need the 'Help' section, since the navigation should be intuitive for someone with any in-depth computer experience.

2.3 Design Protocols

This central focus of this project is multimedia, while using other technologies to enhance the final product. Through the use of various programs, the final product is both visually and audibly stimulating. The project was also created to be entertaining. For this reason, many colors and images are used throughout the product. For example, each area of the park uses a different color for its background and buttons. These colors were based on the colors used in the 2002 Paramount's Kings Island Map. The fonts used also support the theme park experience. Emerald Isle and Jolt are the two fonts used within the project. These two fonts have a 'fun' look to them. The other feature within the project is the use of rollover buttons. When the user places the cursor over the button for a ride, an image will appear previewing what will appear in that section of the project.

2.4 Multimedia

2.4.1 Lectora Publisher 2002

For the foundation of this project, Lectora Publisher 2002 was used. Lectora offers support for multimedia development. With Lectora, pictures, videos, audio, animation, and much more can be incorporated in a product like this one.

2.4.2 Flash

To enhance the look of the introduction for this project, Flash was used to create an animation for the user to view at the beginning of the project. With the use of photos and music, Flash helps to make the project a multi-sensory experience.

2.4.3 Pinnacle Studio 7

Videos are important when making a multimedia project. Pinnacle Studio 7 allowed video capture from a video camera, as well as video editing. These editing capabilities allowed music and transitional effects to be added to the various videos used in the product.

2.4.4 Paint Shop Pro 7 and Animation Shop 3

Pictures are the core of any multimedia experience. With Paint Shop Pro 7, the pictures used in the product have been enhanced. Photos have been resized, reshaped, and sometimes completely modified to add to the visual appeal of the project.

2.4.5 Acid Pro 4.0 and GoldWave

Music is another important piece of a multimedia experience. Acid Pro and GoldWave are two audio editing programs that allowed songs to be edited for use within the project. These programs were also used for the creation of the companion soundtrack CD.

3. Deliverables

There are many concepts that are included in the final project. Below is a list of items that haven been completed for the final product:

1. A Multimedia-based CD honoring the 30th Anniversary of Paramount's Kings Island was created.
 - The project was created with Lectora Publisher 2002.
2. The project provides an all-inclusive look at Paramount's Kings Island, as it is today.
3. The project provides a detailed history of Paramount's Kings Island's past.
4. The project provides information on all aspects of Paramount's Kings Island, including the following topics:
 - Attractions
 - Entertainment
 - Food
 - Shops
 - Games
5. The project provides pictures and videos of Paramount's Kings Island's various attractions.
 - Pictures edited with Paint Shop Pro 7.
 - Videos transferred to and edited with Pinnacle Studio 7.
6. The project provides a trivia game focusing on Paramount's Kings Island's history.
 - The game was created with Lectora 2002.
7. The project provides an interface that is user-friendly for all ages.

8. The project provides a multi-sensory interface, through the use of audio and video.

- Audio was edited with GoldWave and Acid Pro.
- Videos were edited with Pinnacle Studio 7.

9. The project provides a 'Help' section to assist users with their experience.

10. An 'animated' introduction was created with Flash.

Extra Enhancements

1. A CD Soundtrack containing music used within the project was created.
2. Hidden 'Easter Eggs', with extra pictures, are available within the project.

4. Design and Development

4.1 Budget

	Required Item	Cost	Source
Software	Lectora Publisher 2002	\$ 1,595.00	Trivantis Corp.
	Lectora Publisher 2002 License	29.95	Trivantis Corp.
	Flash 5.0	389.99	Amazon.com
	Goldwave 4.26	-	Shareware
	Paint Shop Pro 7.0 / Animation Shop 3.0	99.99	Amazon.com
	Pinnacle Studio 7.0	34.99	Amazon.com
	ACID Pro 4.0	169.88	Amazon.com
Hardware	Computer (With CD-ROM, Sound Card, Video Card)	1,150.00	
	Hewlett Packard DVD100i DVD Writer	399.99	Amazon.com
	Dazzle Multimedia Hollywood D/V Bridge	299.99	Amazon.com
	Sony CD-R, 80 Minute (30-Pack with Slim Jewel Cases)	22.98	Circuit City
	Sony CCD-TRV43 Handycam Hi8 Camcorder	699.99	Amazon.com
	Sony DSC-S50 CyberShot Digital Camera	599.94	Amazon.com
Other	Paramount's Kings Island Season Pass	84.99	PKI.com
	Paramount's Kings Island Parking Pass	29.99	PKI.com
	Miscellaneous Expenses	250.00	
	Total Expenses	\$ 5,857.67	

Figure 1. Budget

For the majority of the required software and hardware, the current prices were obtained from Amazon.com. The PKI Season Pass and Parking Pass prices were obtained from www.pki.com and the Miscellaneous Expenses were included for additional costs that arose during the creation of this product.

4.2 Timeline

The following timeline has been created to display when the major tasks associated with this project were completed. Figure 2. shows activities by each quarter of the Senior Design sequence.

	Tasks	Start Date	End Date
Senior Design I	Pick A Topic For Project	1/13/2002	2/13/2002
	Contact PKI Marketing (First Time)	1/24/2002	1/24/2002
	First Draft Of Proposal	2/13/2002	2/17/2002
	Final Proposal	2/13/2002	3/4/2002
	Present Proposal	3/4/2002	3/4/2002
Senior Design III	Finish Concept/Planning	2/13/2002	4/1/2002
	Pick A Title For Project	2/13/2002	8/16/2002
	Attempt To Contact PKI Marketing	5/15/2002	7/1/2002
	Decide To Continue Project Without PKI Marketing	7/1/2002	7/1/2002
	Prototype Of Project	7/16/2002	8/16/2002
	Design Freeze Complete	8/1/2002	8/16/2002
	Present Prototype	8/19/2002	8/19/2002
Senior Design III	Research (Pictures, Videos, Etc.)	2/13/2002	10/31/2002
	1st Draft Of Project	7/16/2002	1/31/2003
	1st Round Of Testing	2/3/2003	2/14/2003
	2nd Draft Of Project	2/3/2003	2/23/2003
	2nd Round Of Testing	2/24/2003	2/28/2003
	Final Product Complete	2/24/2003	3/3/2003
	Present Final Product	3/17/2003	3/17/2003

Figure 2. Timeline

5. Proof of Design

While some aspects of this project may be variations on the original concept, *Let It Go At PKI* is a unified final product. This project was created mainly through the use of Lectora Publisher 2002. One hundred eighty-six different screens were created within Lectora. These different screens cover various points about Paramount's Kings Island, including attractions, game, entertainment, and much more. *Let It Go At PKI* provides viewers with a user-friendly interface. The product combines colors, pictures, videos, music, and fun for all ages.

A 'Help' section is accessible from anywhere within the program in case a person is confused about what to do next. The 'Help' section serves as a key for the various buttons in the project. The product also has a section discussing PKI's. This section provides information about the annual additions to PKI, and is highlighted by an animation of past maps that were distributed at PKI. Lectora provided the functionality to create a game for users. A trivia/quiz section was added to test the user's knowledge of PKI. Ten questions are randomly selected from a list of questions added to the program. Most answers are located within the project; however some require pure guesswork.

A great deal of the information displayed in *Let It Go At PKI* is done through the use of pictures and videos. Throughout the product, each attraction has its own screen with information about the attraction, pictures, and, in some cases, videos. Ninety-nine percent of the pictures and videos located within the project were taken during the 2002 season. The pictures were then cropped, lightened, sharpened, and otherwise manipulated with Paint Shop Pro to provide a higher quality image. The videos in the

product were cropped, re-arranged, lightened, and edited using Pinnacle Studio, to give the user a better look into PKI. Approximately thirty-five different videos were used throughout *Let It Go At PKI*. Each of the videos was further enhanced with the addition of background music. The music associated with each video goes along with the theme of the attraction. For instance, the video for the Eiffel Tower has the song 'Up!' by Shania Twain for background music. Another visually appealing aspect of the product is an animated introduction that can be viewed when a user first enters *Let It Go At PKI*. This Flash-based animation uses music and images to preview what will be viewed within the project itself.

Additional extra enhancements were also incorporated into this product. First, there are a few hidden 'Easter eggs' located within the project, showing some bonus information. The other extra enhancement is the addition of a second CD, containing a soundtrack of the various music used throughout *Let It Go At PKI*.

5.1 Testing Procedures

Testing is an important procedure for any project. For this project, testing was done in three overall phases. In essence, after each 'draft' of the project, a testing sequence took place. Every aspect of the project was tested in the first two phases. These areas included the following: look and feel, functionality, and overall usability. For the first two phases of testing, the project was distributed to co-workers (with IT experience), as well as a few friends and family members. This way I was able to get the input of people with different levels of IT experience, as well as people of different ages. For the final phase of testing, the product was distributed more widely, in order for details to be refined. The final phase of testing dealt with minor look and feel issues,

instead of functionality problems. For each phase, a list of specific areas to test was distributed with the product. For instance, testers were asked to check all navigation buttons, all videos, all rollover buttons, all text formatting, as well as other pertinent aspects of the project.

The people testing *Let It Go At PKI* were helpful. While there weren't any major issues discovered, they were able to suggest minor changes. For instance, one tester made the comment that "underlined text usually indicates a hyperlink," in response to the shops, food, and show names being underlined. The tester went on to suggest "using bolded letters or different colors rather than an underline". This suggestion made a lot of sense, so I went through the project and made this change.

The overall response to the program was highly positive. One tester was very impressed with *Let It Go At PKI*, stating the following: "Overall, I think the presentation was very well done. The navigation was well planned and easy to follow. The layout of the content was structured in a way that made it easy to find the information I was interested in. The video portions of the content were outstanding. I found myself going through the site to find all of the videos. I enjoyed watching all of them. The music selection was well thought out and enjoyable."

Another tester made the following comment: "I think you did an outstanding job on the presentation. It was one of the better multimedia 'sites' I have seen. Not too busy - but enough flash to make me want to keep looking!"

6. Conclusions and Recommendations

Based on the responses from the people testing *Let It Go At PKI*, the product has been very well accepted. Most people feel that the final product should be sold, if possible. At this point, many people would like to own a copy of the final product; including friends, family, and former PKI co-workers. I would like to provide Paramount's Kings Island with the final product for their review. However, after past experiences with certain PKI representatives, I have not yet decided if I will send them a copy of the project. I would like to see the project used as a potential souvenir for PKI visitors and enthusiasts. It could also be used for historical reference purposes. Since the park itself does not go through drastic physical changes each year, it would not be difficult to update the product with the annual changes.