

# **Window Arts Start-up Guide CD**

By

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Submitted to  
the Faculty of the Information Technology Program  
in Partial Fulfillment of the Requirements for  
the Degree of Bachelor of Science  
in Information Technology

University of Cincinnati  
College of Applied Science

June 2006

# Window Arts Start-up Guide CD

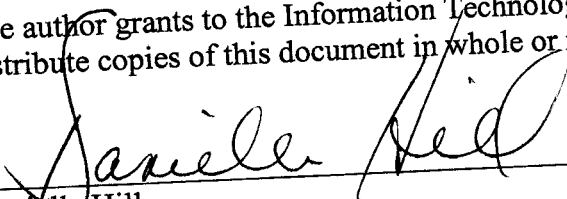
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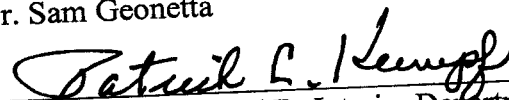
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6-8-06  
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June 9, 2006  
Date

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## **Abstract**

Learn about the Window Arts Enrichment Programs in the interactive Arts Start-up Guide CD! Designed for both children and adults, the Arts Start-up Guide includes clickable graphics, video clips, and vivid animations. Children interested in the arts can find out what Window Arts' Mobile Workshops will offer in the Arts Start-up Guide. Mobile Workshops are perfect for schools, youth groups, churches, and more. The Arts Start-up Guide also advertises the Arts Building Workshop. Through a demonstration of the Arts Building Workshop, non-profit organization owners and entrepreneurs of the arts can learn how to build and maintain their own non-profit arts organization in.

Many software tools were used to develop this CD. For image creation and video editing, Adobe's Photoshop CS2, and Premiere were used. Macromedia's Director MX, and Flash 8 were used for animations, and sound was editing with Audacity 1.2. Forms were created with ASP.NET.

## **1. Problem Statement**

Window Arts Enrichment Programs was established to help entrepreneurs of the arts build and maintain their own non-profit arts organization. Under the Window Arts umbrella of programs is the Arts Building Workshop. Arts Building promotes skills and confidence in existing or potential owners of non-profit arts organizations, and teaches owners how to improve their organization. Although the Arts Building Workshop is available to the public, many people are unaware that it exists. Poor workshop attendance has caused a decline in profits. The lack of effective advertising has also been a hindrance for the Arts Building Workshop attendance and the overall expansion of Window Arts.

Since 2002, Window Arts has been promoted primarily through brochures and word-of-mouth. Window Arts is confident in their skills to provide quality services to entrepreneurs. However, ineffective advertising has negatively impacted business expansion. The owner of Window Arts, Robin Carpenter, needs a form of advertising to replace the current use of brochures for Window Arts and the Arts Building Workshop.

## **2. Description of Solution**

Interactive media advertising for Window Arts will replace the brochures that are currently in use. This solution is an implementation of an interactive, multimedia, step-by-step CD, using ActionScript and Lingo. The CD is called the

"Arts Start-up Guide," and will be used as a promotional tool for Window Arts and what the Arts Building Workshop will offer.

Some of the key features of the "Arts Start-up Guide" are:

- *Overview, program and contact information of the organization.*
- *Examples of mobile workshops through short interactive video clips.*
- *Demonstration of the Arts Building Workshop.*
- *Sending e-mail to Window Arts staff.*
- *Color coordinated navigation, and clickable graphics with voice-overs.*
- *Visually appealing business card CD cut in the shape of the Window Arts logo.*

Robin wanted the Arts Start-up Guide CD to be a compilation of company information complete with interactive video and audio clips. The guide also includes interactive, step-by-step, examples of writing a vision statement, and mission statement.

## **2.1 User Profiles**

There are user profiles based on the specifications of the Arts Start-up Guide CD for both children and adults. When creating the Arts Start-up Guide, it was assumed that a user of the CD poses basic PC understanding when loading and navigating the CD.

### **2.1.1 Children**

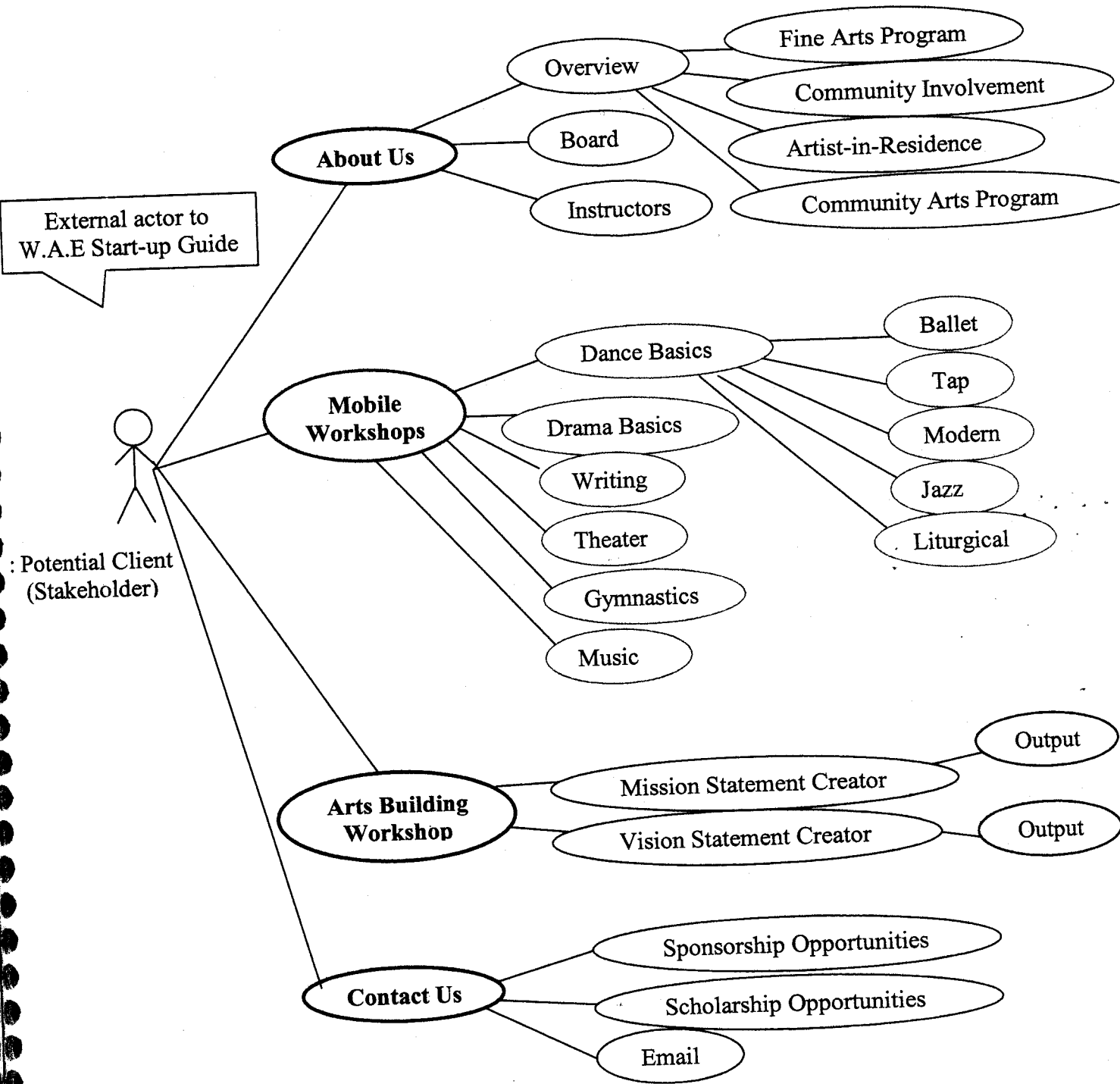
Window Arts offers unique mobile workshops and arts education programs in which the arts are used to positively impact the lives of young people. Although people of all ages can participate in a workshop, Window Arts focuses on children ages five through sixteen. Eillen Baker, Educational Director of Trinity Youth Christian Academy, says "By the age of ten, children have adapted to navigating a computer." Therefore, the mobile workshops section of the Arts Start-up Guide CD has visual and content appeal that's geared towards the comprehension level of ages ten and above. Children can interact with the Start-up Guide for an overview of what can be learned from the mobile workshops. Some of the younger children may require the help of an adult to load the CD.

### **2.1.2 Adults**

The Arts Start-up Guide CD is designed for both children and adults. Individuals ages seventeen and above are considered adults. Like children, adults can view information about mobile workshops with ease. The level of graphics and animation in the Mobile Workshops section is comprehensible for all age levels without being overly geared towards children. The other three sections; About Us, Arts Building Workshop, and Contact Us are geared toward adults.

### 3. Design Protocols

The proposed Arts Start-up Guide CD has solved Window Arts' problem of implementing an effective form of advertising to replace the current use of ineffective brochures. The overall goal is that the client will be obtained and retained. To do this, the inexpensive, yet highly successful business card CD can help Window Arts effectively advertise their organization. The CD utilizes vivid colors, animations, sound effects, and voice-overs to appeal to the target audience. As an arts organization, color and graphics is the key to grabbing the attention of prospective clientele. The level of graphics and animation in the CD is comprehensible for all age levels without being overly geared towards children. Also, the interface of the Arts Start-up Guide was intentionally designed to look like the future Web site for Window Arts. With the Arts Start-up Guide CD, Window Arts has the beginning tool it needs to professionally promote the organization with an interactive presentation. The use case diagram in Figure 1 shows how the user can navigate the four sections of the Arts Start-up Guide CD.



**Figure 1: Arts Start-up Guide Use-Case Diagram**

### **3. Deliverables**

To design and implement a high quality Arts Start-up Guide, the following deliverables were created in the design phase of the project:

1. Dynamic navigational scheme for consistency, which makes transition through the Arts Start-up Guide easy for all ages.
2. Gender-friendly color scheme.
3. Interactive graphics and animations to accommodate children and adults.
4. Mission and Vision Statement, Arts Building Workshop application interface developed in ActionScript and Lingo.
5. Ability for the user to contact Window Arts through email.
6. Interactive video, such as play, rewind, fast forward, and stop for convenience when viewing videos.

### **4. Design and Development**

#### **4.1 Budget**

The total budget for the Arts Start-up Guide is \$50,492.00 (See figure 2). Twenty-seven tasks are used to calculate the budget. The duration of each task was calculated on a 24-hour day, 7-day week work schedule.

Task Name	Fixed Cost	Fixed Cost Accrual	Total Cost
Obtain and install software	\$0.00	Prorated	\$4,288.00
Modify the project	\$0.00	Prorated	\$3,861.00
Create flash navigation	\$0.00	Prorated	\$3,781.00
Create WAEP logo animation	\$0.00	Prorated	\$2,844.00
Create main page animation	\$0.00	Prorated	\$2,844.00
Test prototype	\$0.00	Prorated	\$2,453.00
Create graphics	\$0.00	Prorated	\$2,433.00
Animate Graphics	\$0.00	Prorated	\$2,433.00
Enter information in interface	\$0.00	Prorated	\$2,363.00
Implement video into project	\$0.00	Prorated	\$2,363.00
Implement simulation into project	\$0.00	Prorated	\$2,363.00
Implement Prototype to cd	\$0.00	Prorated	\$2,216.00
Make voice-over for character simulation	\$0.00	Prorated	\$1,933.00
Create flash animations of section transition	\$0.00	Prorated	\$1,837.00
Create character simulation	\$0.00	Prorated	\$1,587.00
Focus group will test prototype	\$0.00	Prorated	\$1,526.00
Edit video	\$0.00	Prorated	\$1,426.00
Research possible solutions	\$0.00	Prorated	\$1,366.00
Analyze current and expected costs	\$0.00	Prorated	\$1,366.00
Designer will test prototype	\$0.00	Prorated	\$1,366.00
Research best user interface and design	\$0.00	Prorated	\$1,356.00
Create program for mission statement	\$0.00	Prorated	\$1,356.00
Capture video of various dance techniques	\$0.00	Prorated	\$831.00
Final presentation to faculty and students	\$0.00	Prorated	\$170.00
Present prototype to faculty and students	\$0.00	Prorated	\$70.00
Meet with owner to discuss problem & solution	\$0.00	Prorated	\$50.00
Gather and organize all information	\$0.00	Prorated	\$0.00
	<u>\$0.00</u>		<u>\$50,482.00</u>

**Figure 2: Project Budget**

#### 4.1.1 Timeline

Six months is the time allotted to analyzing, researching, designing and implementing the Arts Start-up Guide. Within the six months, 33 tasks were to be completed. (See figure3).

	①	Task Name	Duration	Start	Finish
1	✓	<input type="checkbox"/> <b>Define Problem and Solution</b>	<b>12 days</b>	<b>Tue 10/11/05</b>	<b>Mon 10/24/05</b>
2	✓	Meet with owner to discuss problem & solution(s)	2 days	Tue 10/11/05	Wed 10/12/05
3	✓	Research possible solutions	5 days	Thu 10/13/05	Wed 10/19/05
4	✓	Research best user interface and design scheme	3 days	Thu 10/20/05	Sat 10/22/05
5	✓	Analyze current and expected costs	2 days	Sun 10/23/05	Mon 10/24/05
6	✓	This task was completed on Mon 10/24/05.	<b>24 days</b>	<b>Mon 10/24/05</b>	<b>Thu 11/24/05</b>
7	✓		2 days	Mon 10/24/05	Tue 10/25/05
8	✓	Gather and organize all information	3 days	Wed 10/26/05	Fri 10/28/05
9	✓	Create graphics	19 days	Sat 10/29/05	Thu 11/24/05
10		<input type="checkbox"/> <b>Design Project Prototype</b>	<b>#####</b>	<b>Fri 11/25/05</b>	<b>Mon 5/22/06</b>
11		<input type="checkbox"/> <b>Create interface for WAEP</b>	<b>67 days</b>	<b>Fri 11/25/05</b>	<b>Mon 2/27/06</b>
12	✓	Create flash navigation	7 days	Fri 11/25/05	Mon 12/5/05
13	✓	Enter information in interface	7 days	Tue 12/6/05	Wed 12/14/05
14	✓	Animate Graphics	20 days	Thu 12/15/05	Wed 1/11/06
15	<input type="checkbox"/>	Create WAEP logo animation	14 days	Thu 1/19/06	Tue 2/7/06
16		Create main page animation	14 days	Wed 2/8/06	Mon 2/27/06
17	<input type="checkbox"/>	Present prototype to faculty and students	6 days?	Thu 3/2/06	Thu 3/9/06
18		<input type="checkbox"/> <b>Create all other minor animations</b>	<b>20 days</b>	<b>Sat 3/11/06</b>	<b>Thu 4/6/06</b>
19	<input type="checkbox"/>	Create flash animations of section transitions	7 days	Sat 3/11/06	Mon 3/20/06
20	<input type="checkbox"/>	Capture video of various dance techniques	2 days	Tue 3/28/06	Wed 3/29/06
21		Edit video	4 days	Thu 3/30/06	Tue 4/4/06
22		Implement video into project	2 days	Wed 4/5/06	Thu 4/6/06
23		<input type="checkbox"/> <b>Create Arts Building Workshop Interface</b>	<b>32 days</b>	<b>Sat 4/8/06</b>	<b>Mon 5/22/06</b>
24	<input type="checkbox"/>	Create program for mission statement creation	5 days	Sat 4/8/06	Thu 4/13/06
25	<input type="checkbox"/>	Create character simulation	21 days	Fri 4/14/06	Fri 5/12/06
26		Make voice-over for character simulation	5 days	Mon 5/15/06	Fri 5/19/06
27		Implement simulation into project	1 day	Mon 5/22/06	Mon 5/22/06
28		<input type="checkbox"/> <b>Testing the Prototype</b>	<b>2 days?</b>	<b>Tue 5/23/06</b>	<b>Wed 5/24/06</b>
29	<input type="checkbox"/>	Designer will test prototype	1 day?	Tue 5/23/06	Tue 5/23/06
30		Focus group will test prototype	1 day?	Wed 5/24/06	Wed 5/24/06
31		<input type="checkbox"/> <b>Finalizing the Prototype</b>	<b>6 days?</b>	<b>Thu 5/25/06</b>	<b>Thu 6/1/06</b>
32	<input type="checkbox"/>	Modify the project	4 days	Thu 5/25/06	Tue 5/30/06
33	<input type="checkbox"/>	Final presentation to faculty and students	1 day?	Thu 6/1/06	Thu 6/1/06

Figure 3: Project Timeline

## 4.1.2 Resources

For the Arts Start-up Guide twelve resources were utilized. The resources include software, and project building materials (See figure 4).

Resource Name	Type	Material Label	Initials	Group	Max. Units	Std. Rate	Ovt. Rate	Cost/Use	Accrue At
Dell Laptop	Material					\$12.00		\$1,344.00	Prorated
Photoshop CS2	Material		P			\$12.00		\$995.00	Prorated
Macromedia Director MX	Material		M			\$12.00		\$995.00	Prorated
Audacity 1.2	Material		A			\$12.00		\$495.00	Prorated
Business Card CD's	Material		B			\$0.00		\$790.00	Prorated
Macromedia Flash 8	Material		M			\$12.00		\$399.00	Prorated
1 gig Flash Drive	Material		I			\$0.00		\$70.00	Prorated
Binders and writing utensils	Material		B			\$0.00		\$10.00	Prorated
Sony HandyCam	Material		S			\$12.00		\$799.00	Prorated
Windows Movie Maker	Material		W			\$0.00		\$0.00	Prorated
Gas	Work		G		100%	\$0.00/hr	\$0.00/hr	\$100.00	Prorated
CrazyTalk 4.0	Material		C			\$12.00		\$149.00	Prorated

**Figure 4: Project resources**

## 5. Proof of Design

### 5.1 Main Page

Once the Window Arts Start-up Guide CD is loaded, the user is presented with a visually appealing animation of a play room. An animated little girl and boy are positioned in a window inside of the room to greet and direct the user. Other

animations inside the room when clicked will redirect the user to another page or perform what will be learned in the mobile workshops. When the mouse is dragged over an object in the room, a box the color of the section it represents is displayed around the object. The user also has the option of clicking the tab displayed in the menu bar at the top of each page to go to other sections of the Arts Start-up Guide. All sub-sections are indented under the section it belongs to. The main page can be seen in Figure 5. It allows the user to navigate to and from a second room by clicking the blue arrow in the top portion of each room. The second room can be seen in Figure 6.



Figure 5: First Room of the Homepage



**Figure 6: Second Room of the Homepage**

## 5.2 Four Arts Start-up Guide Sections

The Arts Start-up Guide consists of four sections; About Us, Mobile Workshops, Arts Building Workshop, and Contact Us. Each section has subsections to explain in detail the information provided in the main page of each section. Also, each sub-section has animated graphics, video clips, sound effects, and voice-overs.

### 5.2.1 About Us

The About Us section, represented in green, tells about Window Arts and what is offered as a full service organization. It consists of four subsections; About Us (figure 7), Overview (figure 12), Board (figure 13), and Instructors

Figure 14). Under the About Us tab is a link to Window Arts' Art Education Programs. The Arts Education Programs sub-sections consist of Community Arts, Fine Arts Academy, Community Involvement, and Artist-in-Residence as seen in figures 8 through 11. Each name in the Board and Instructors pages are clickable and linked to separate pages with bios information as seen in Figure 15.

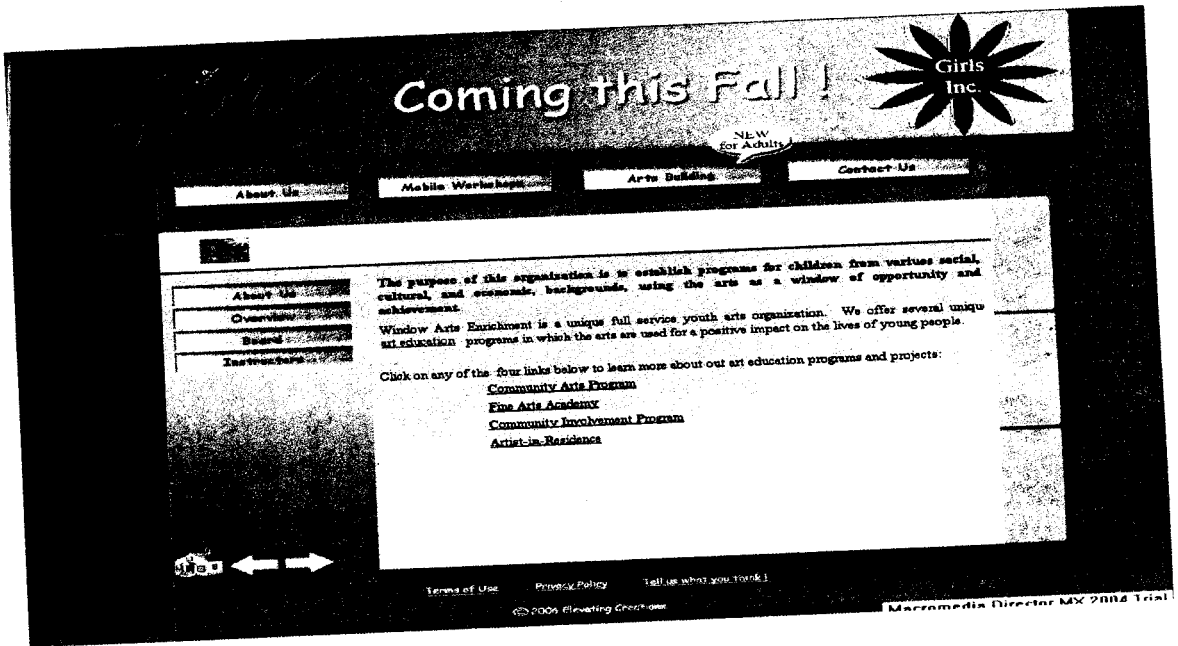


Figure 7: About Us Section

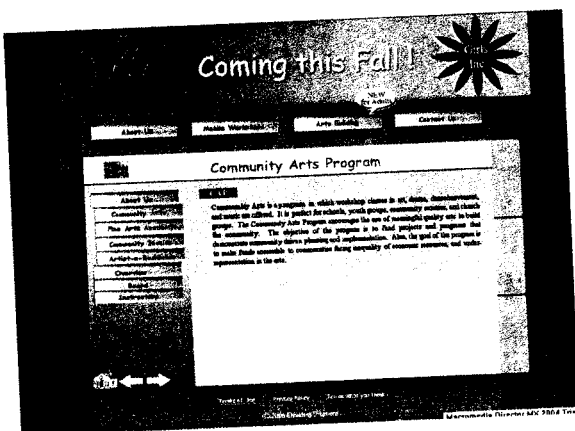


Figure 8: Community Arts Program

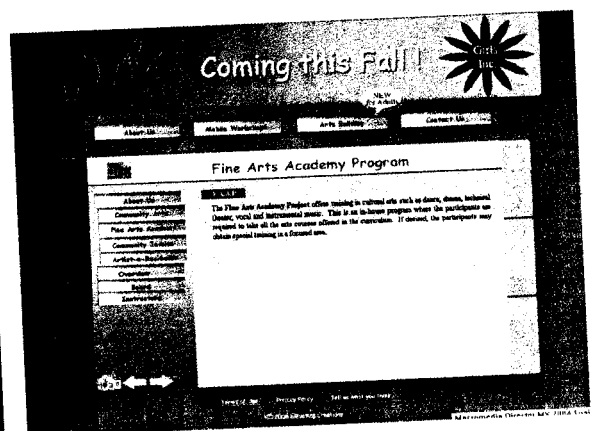


Figure 9: Fine Arts Academy

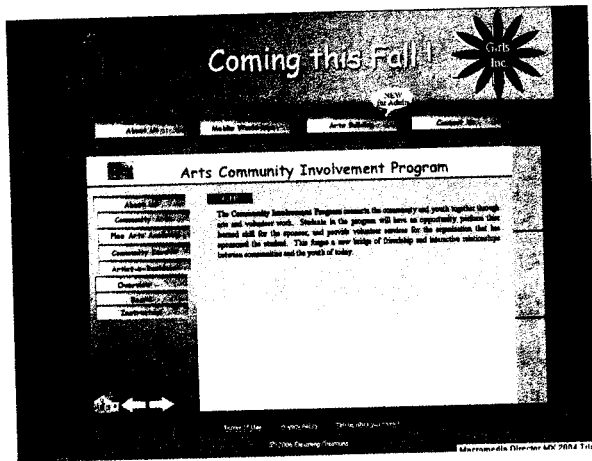


Figure 10: Community Involvement

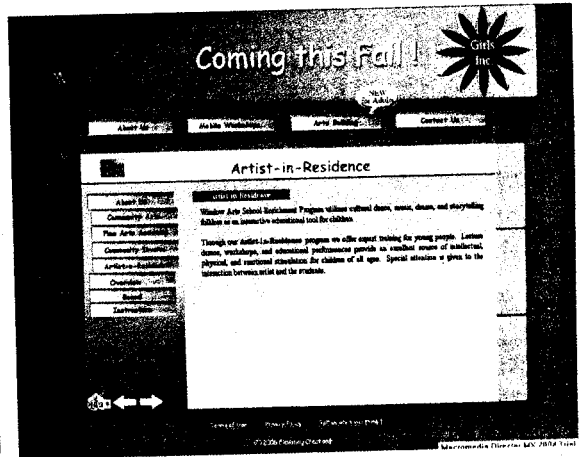


Figure 11: Artist-in-Residence

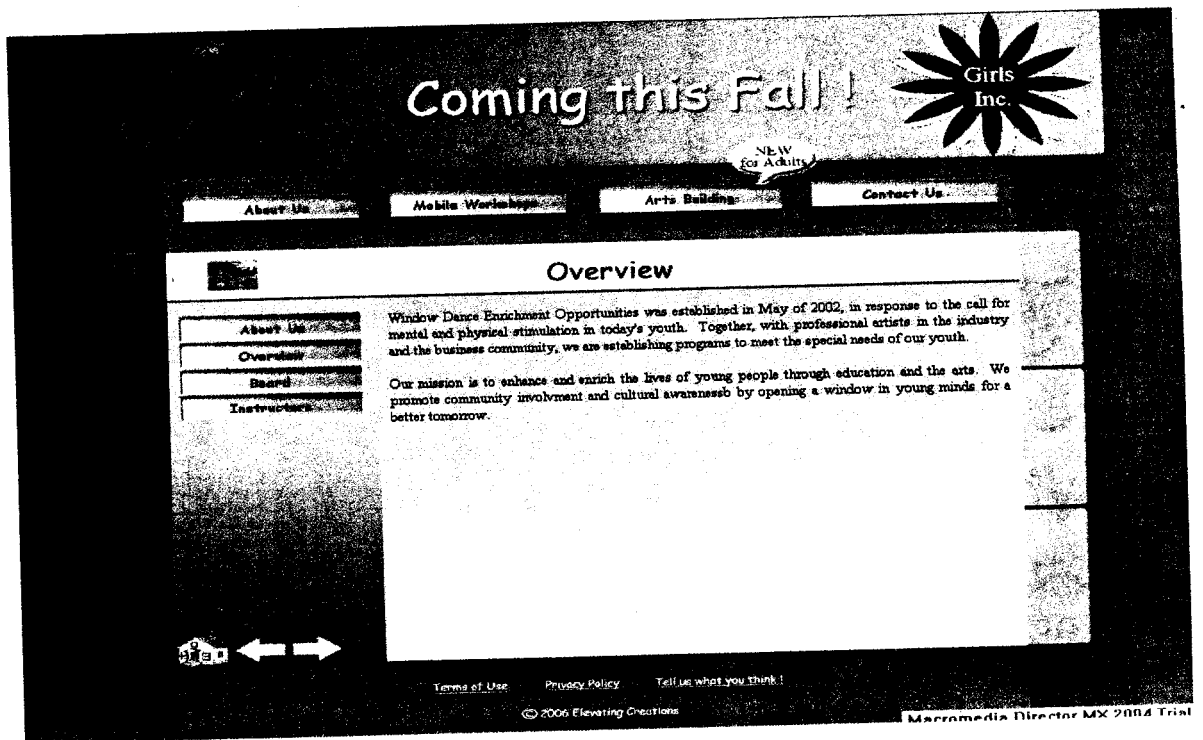


Figure 12: Overview Section



Figure 13: Board Section

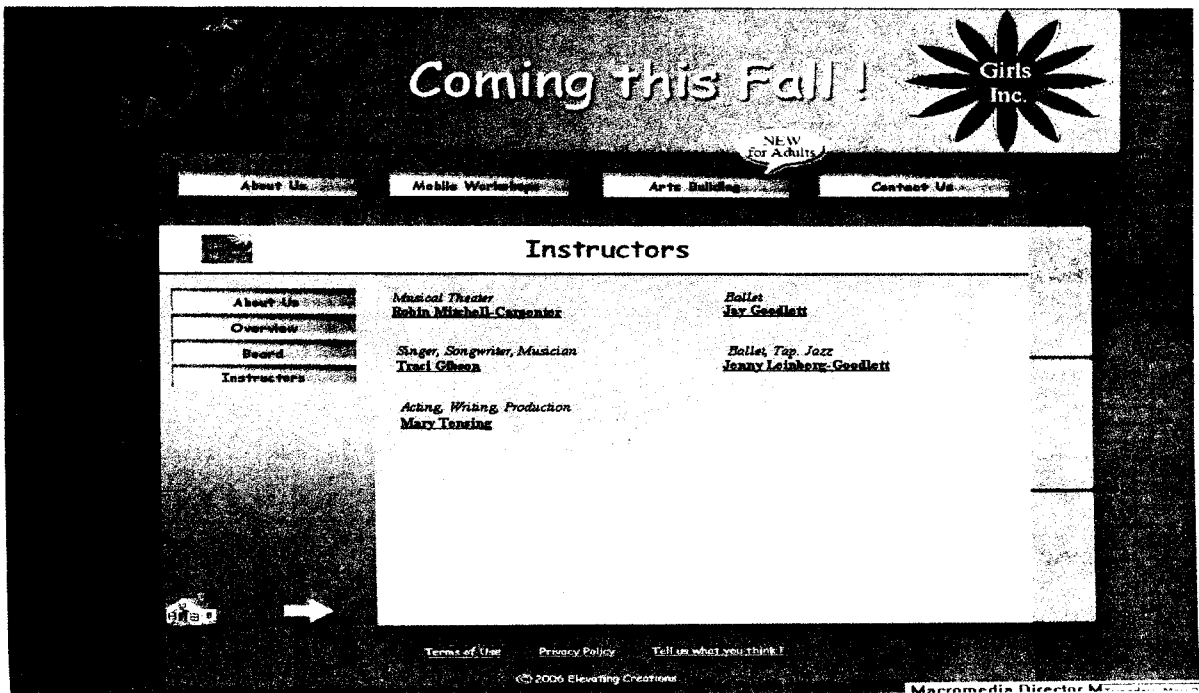


Figure 14: Instructors Section

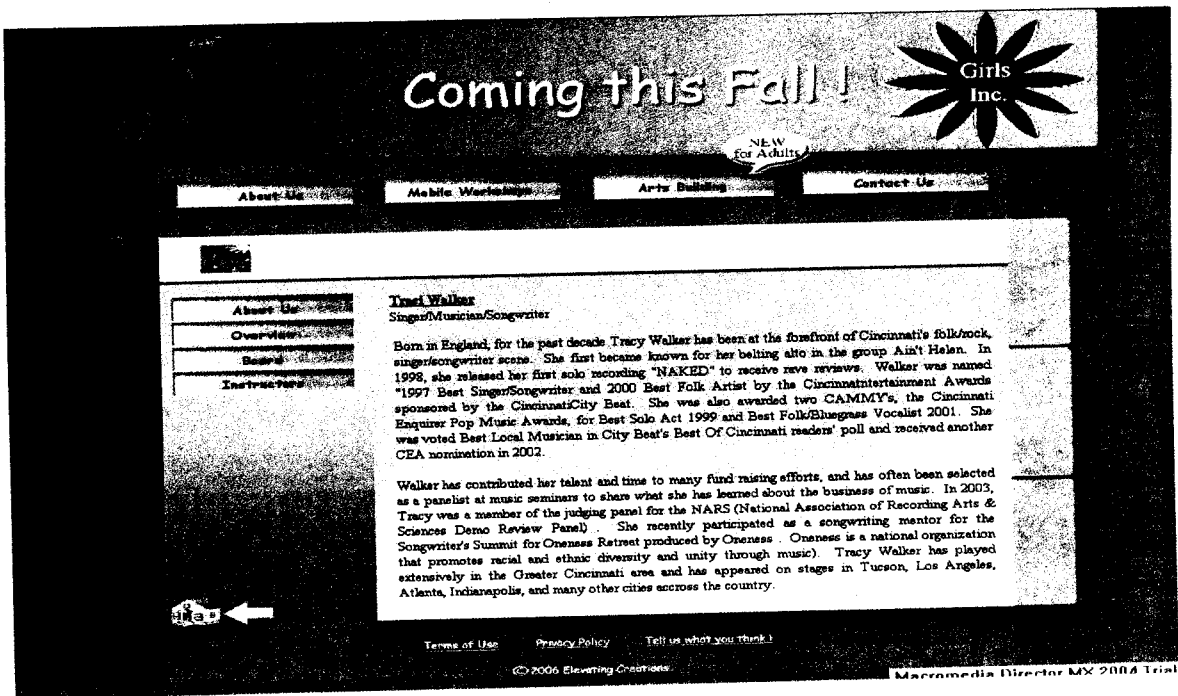


Figure 15: Instructors/Board Members Bios Page

## 5.2.2 Mobile Workshops

The second section of the Arts Start-up Guide is Mobile Workshops. Figure 16 shows the main page of the Mobile Workshops represented in purple. In this section the user can select any of the six types of mobile workshops. Information about the workshop can be viewed by clicking on a tab in navigational menu on the left side of the page, or from the picture representing the workshop. Under the Introduction to Dance tab the user can select any of five examples of dance styles as seen in figure 17. Also, in each of the workshop pages, the user has the option of clicking the registration, instructor or scholarship links.

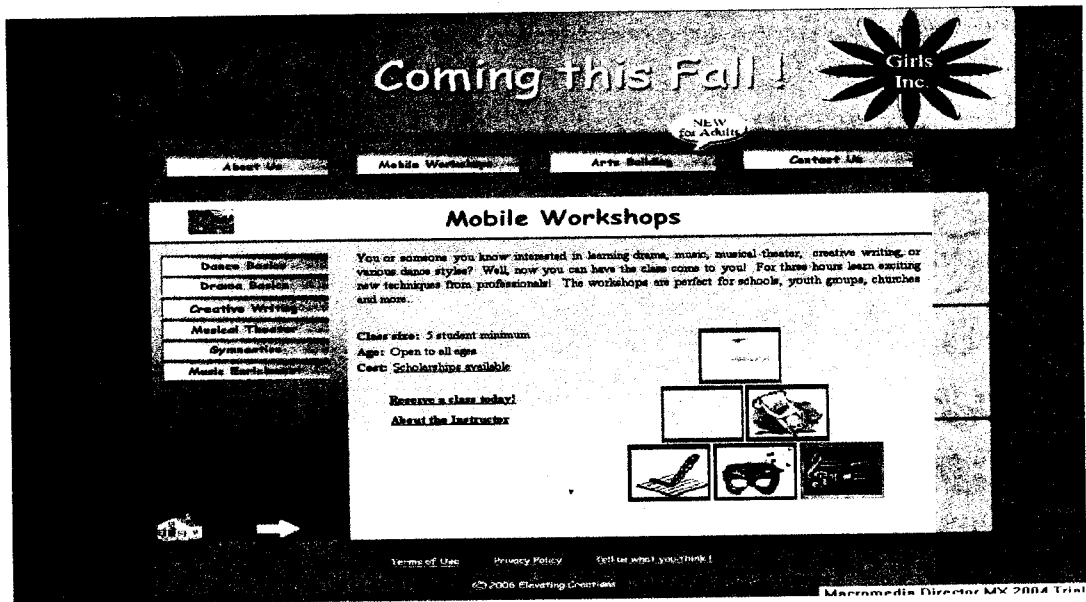


Figure 16: Mobile Workshops section

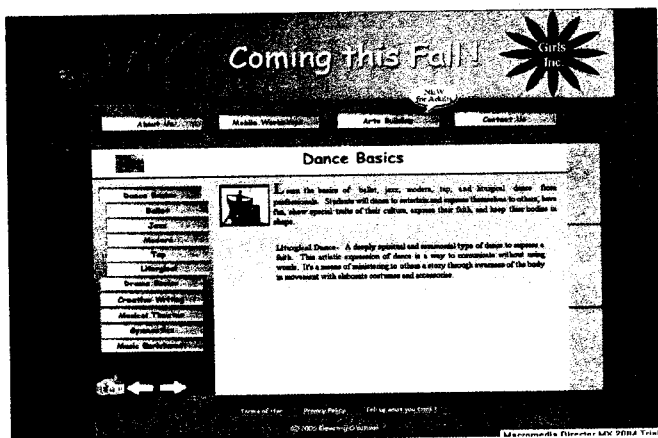


Figure 17: Liturgical Dance Style Screen

### 5.2.3 Arts Building Workshop

The Arts Building Workshop section of the Start-up Guide is represented in red and is geared solely towards adults, so it has an interface and color scheme that is different from the other sections as seen in Figure 18. In promotion of the Arts Building Workshop, the interface has a more serious and concentrated design with little animation. Dark and serious colors were used, such as red, gray, and black. This business design was chosen to lessen the

distraction that the user may have on other pages. Also, an animated adult character narrates the words of the main page.

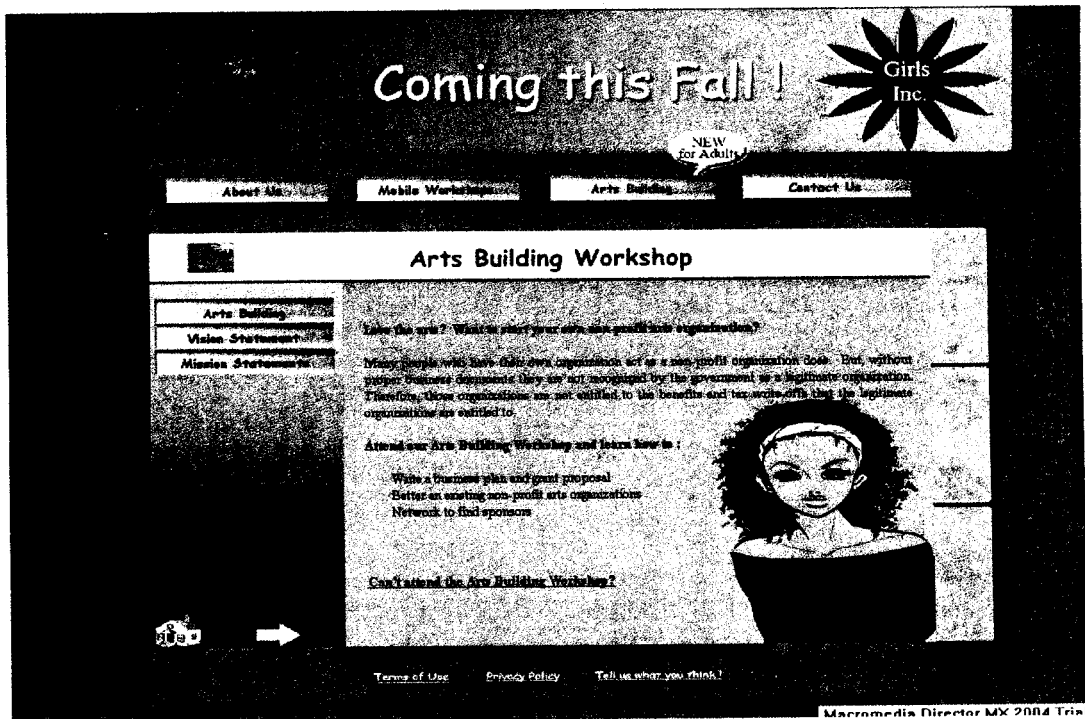


Figure 18: Arts Building Workshop Main Page

The two sub-sections in this section are the Mission and Vision Statement Creator. The backend is written in ActionScript to generate the compilation of text entered by the user, and information submitted on these forms is printable. In Figures 19 through 21, the Mission Statement Creator and output pages are displayed. In Figures 22 through 24, the Vision Statement Creator and output pages are displayed.

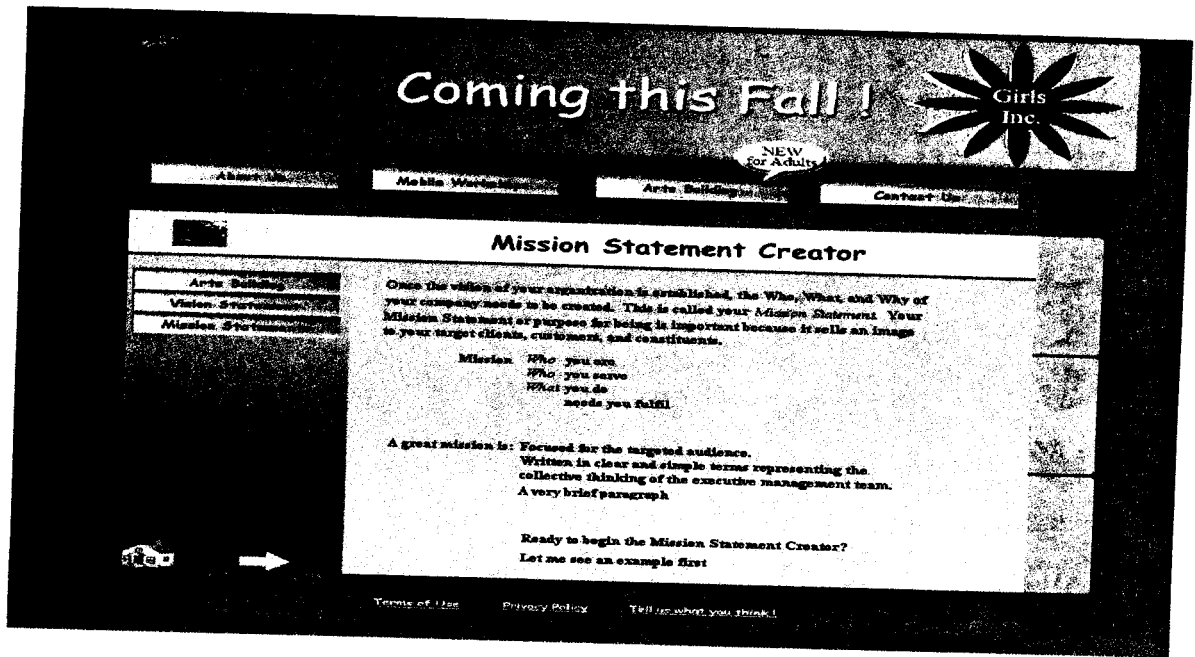


Figure 19: Mission Statement Creator

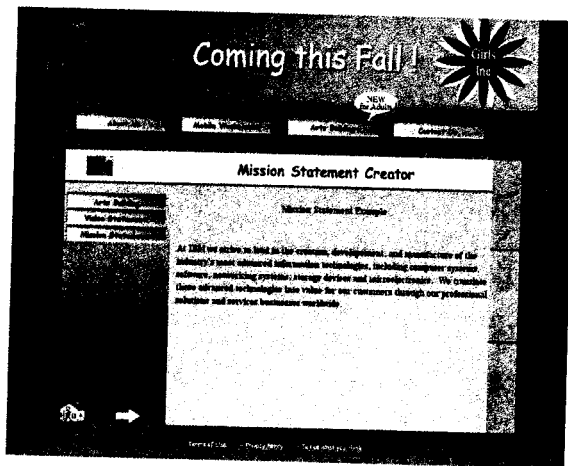


Figure 20: Mission Input Screen

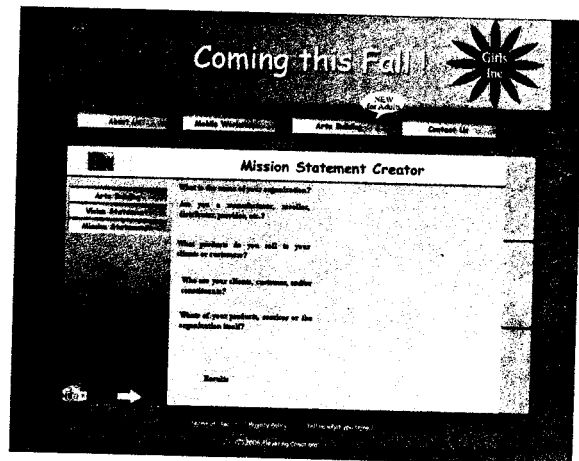


Figure 21: Mission Output Screen

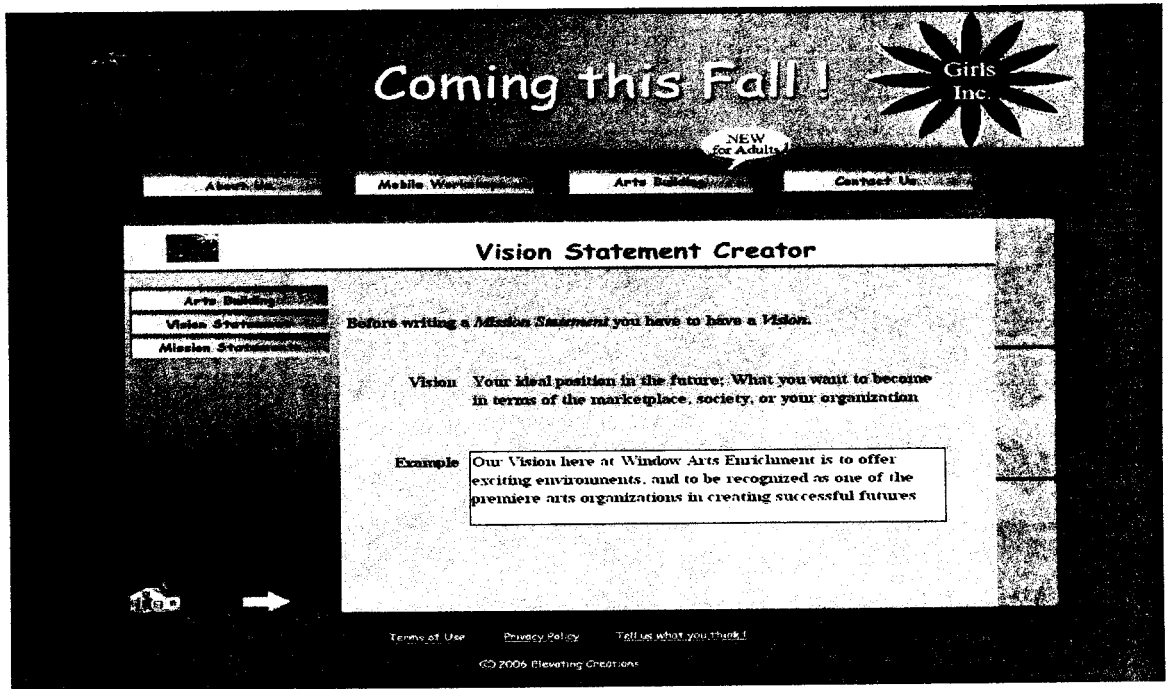


Figure 22: Vision Statement Creator

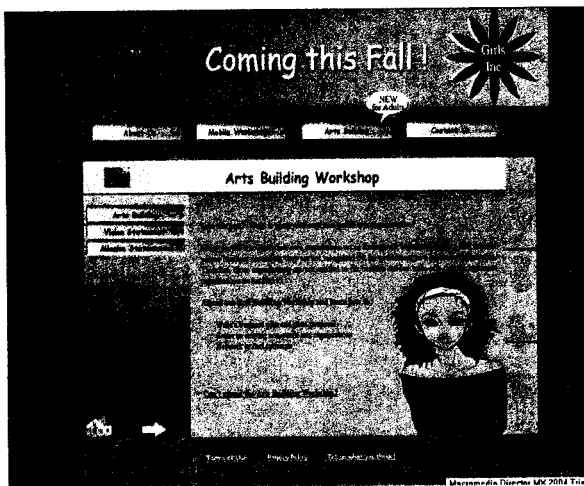


Figure 23: Vision Creator Screen 1

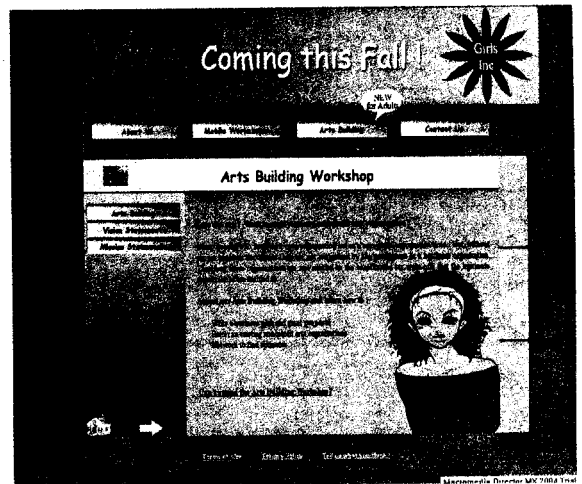


Figure 24: Vision Creator Screen 2

## 5.2.4 Contact Us Section

The main page of the fourth section, Contact Us, is represented in blue and can be seen in figure 25. This section has two subsections, which allow the user to interact with scholarships, and sponsorships opportunities pages (see figures 26 and 27). The Contact Us page has e-mail hyperlinks to contact the Window Arts staff. The link is programmed to display the users' default e-mail client.

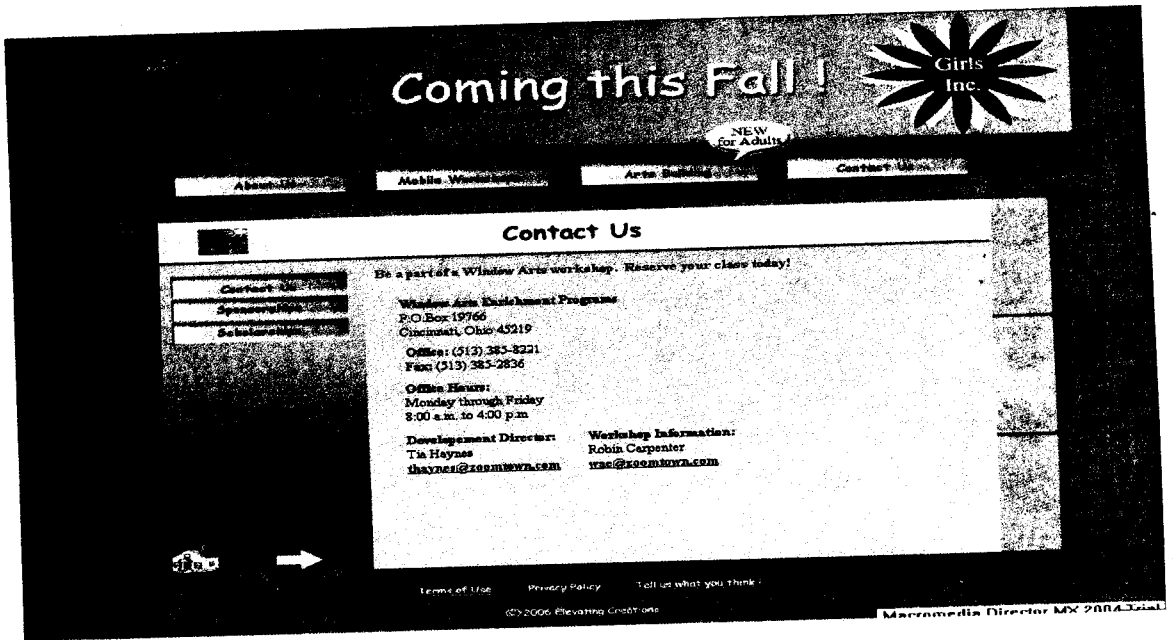


Figure 25: Contact Us Section

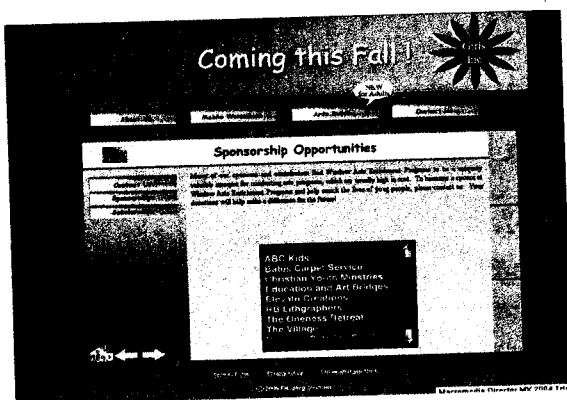


Figure 26: Sponsorship Section

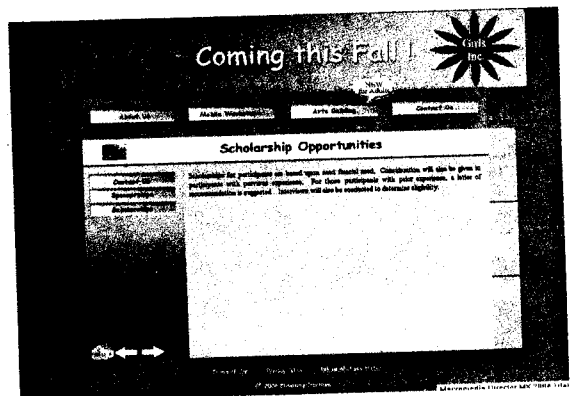


Figure 27: Scholarship Section

### **5.3 Color Scheme**

Welcoming, Powerful, and Energetic colors were used in the design of the Arts Start-up Guide. These colors are used in the logo and other Window Arts designs. The combination of seven colors used was:

- ❖ Orange and : placed throughout the interface for appeal.
- ❖ Green: represents the About Us section.
- ❖ White (sub-sections): represents the Art Education Programs and various dance styles.
- ❖ Purple: represents the Mobile Workshops section.
- ❖ Red: represents the Arts Building Workshop section.
- ❖ Blue: represents the Contact Us section.

These bright and inviting colors were purposefully grouped together to make the tour of the Guide enjoyable for both children and adults of both genders. For example, the color pink can primarily be associated with females. So, colors known to represent both genders like red, green, and blue were used.

### **5.4 Animations/Graphical Symbols**

Sound effects, voice-overs, movie clips, animated buttons and graphics were used in the creation of the Arts Start-up Guide. There is the “How to Play” help menu for the animated books can be seen in Figure 28. Once the user clicks the go button to exit the help menu, the user can choose from three

animated books; drama, creative writing, or music enrichment. Inside each book are clickable pictures and links with child voice-overs to display what the child can learn in the particular workshop. An example of an open animated book can be seen in Figure 29. On the last page-flip in the book, the user can select the "Show the Video," "About the Instructor," or "Register" links (see figures 30 thru 32).

The graphics are easily recognizable to people of all ages, such as using animations of cartoon style characters of various ages. Animated child characters speak with child voice-overs, and adult characters speak with adult voice-overs. Many of the buttons and graphics are clickable, and programmed to say and/or act out what some children cannot read. As an arts organization, color and graphics is the key to grabbing the attention of prospective clientele.



Figure 28: Animated Books Help Screen

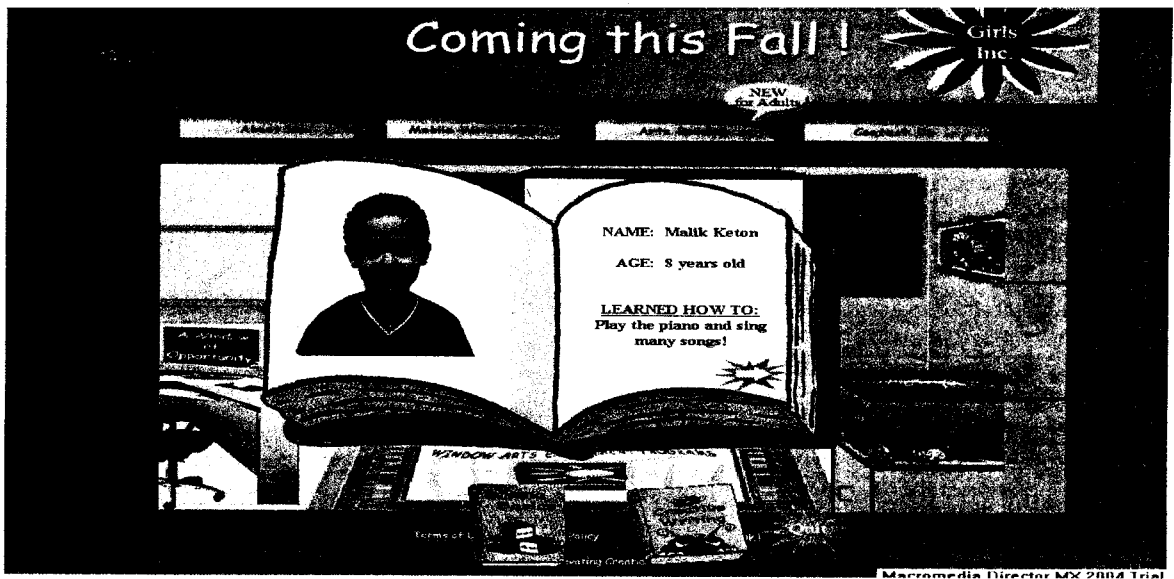


Figure 29: Animated books



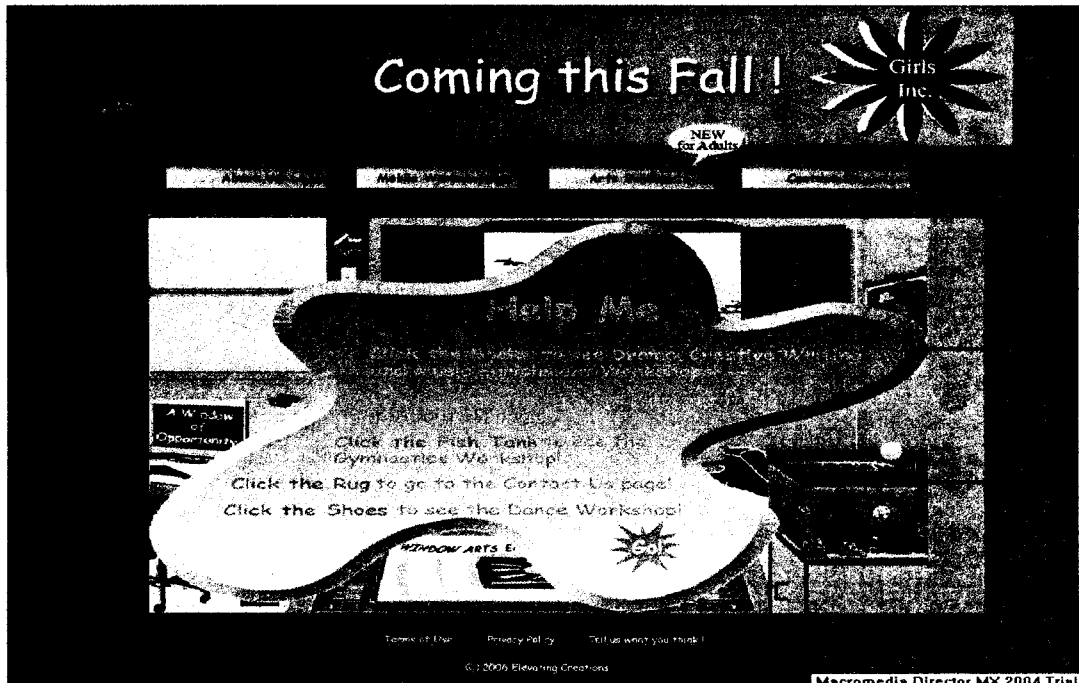
Figure 30: Music Enrichment Video



Figure 31: Creative Writing Video



Figure 32: Drama Basics Video



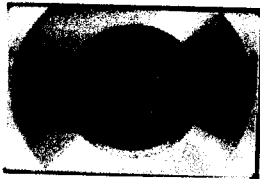
**Figure 33: Homepage Help Screen**

## **5.6 Navigation**

There are two help screens in the Arts Start-up Guide: the home page and animated books screen. The homepage has a help screen which can be seen in Figure 33. There are also two dynamic navigational menus: at the top and left hand side of each screen. The top menu has four buttons for the user to navigate between the four sections. The menu on the left side of each screen changes depending on the section that the user is navigating. Each button in each menu bar is color coded to represent the section that it belongs to for easier navigation. All sub-sections are indented under the section it belongs to and are represented in white when the mouse is placed over them.

## 5.5 Distribution

The Arts Start-up Guide has been deployed on business card-size CD's (see Figure 34), and will be distributed at various networking events. A Business Card CD costs \$0.84, which is less than a brochure, and can be mailed for \$0.37, the price of a first class stamp. At \$1.60 per brochure, this new tool of promotion would be more cost-effective for the organization. The CD is an inexpensive, more likely to get noticed, and is much more effective compared to an average business card or brochure. This highly successful form of marketing that can help Window Arts effectively outsource and network. Now, Window Arts' prospective clients can read about the organization, and access interactive video and audio clips in the Arts Start-up Guide. These small business card sized CD's can make a huge difference in promoting Window Arts, by increasing the response rate and decreasing advertising costs. Window Arts is able to modify and copy the updated information onto other CD's. This will also allow Window Arts to monitor the volume of CDs created, and develop strategies for providing continuous and effective adaptation to the needs of potential clients.



**Figure 34: Business card CD**

## **6. Testing**

Each time the project prototype was reviewed for bugs and modified, testing occurred. Throughout the course of designing the prototype, various age levels were surveyed for input on improvements to be made to the Arts Start-up Guide. Results both positive and negative were taken into account when modifying the project.

## **7. Conclusion and Recommendations**

### **7.1 Conclusion**

This project was created to help Window Arts Enrichment Programs effectively promote and advertise the organization. It was developed to accommodate both children and adults in learning what the organization offers. Welcoming, powerful, and energetic colors are used, to appeal to each gender. Animations and user friendly navigation menu is used to make each user comfortable with viewing the CD. The application is deployed on a business card CD cut in the shape of the Window Arts logo. Many software tools were used to develop this CD. For image creation and video editing, Adobe's Photoshop CS2, and Final Cut Pro were used. Macromedia's Director MX, and Flash 8 were used for animations, and sound was editing with Audacity 1.2. This project has fulfilled the deliverables established in the Design Freeze. Testing was performed to ensure the project's functionality and quality.

## 7.2 Recommendations

The road to developing this CD was a very tedious one. There were many sleepless nights and frustrating days. Although most parts of the design sequence were enjoyable, several challenges were encountered along the way; interface design, implementing sound, and obtaining information. I've found that the majority of my time was spent on designing the interface of the project. It is important to have a visually appealing project, but it is also important not to spend too much time on details that the users may not notice. Implementing sound was also challenging. The best results for voice-overs are to create the animations first and have the actor recite lines while viewing the animation. Also, I've found that when providing a service free of charge, whether it is for an organization or single entity, it is difficult to obtain the information you need. This slows down the design process of your project. So, first write up a contract complete with deadlines, and penalties if deadlines are not met. Remember, although you are providing a service free of charge, the recipient is receiving a tool that could otherwise cost thousands of dollars. So, it is best to be stern about obtaining what you need.

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