

Multimedia DVD Presentation for Second Coming Ministries

By

Paul Burkhard

Submitted to
the Faculty of the Information Engineering 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

March 2006

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Paul Burkhard

Date

Dr. Sam Geonetta, Faculty Advisor

Date

Patrick C. Kumpf, Ed.D. Interim Department Head

Date

Acknowledgements

I would like to thank all the many people who helped me with their insight and many suggestions. Second Coming Ministries in providing a wealth of information on Honduras and missions. I also thank the few product testers who kept giving me their input and suggestions long after I asked for their input. Your ideas helped greatly in making this project even better than I had dreamed.

Table of Contents

Section	Page
Acknowledgements	i
Table of Contents	ii
List of Figures	iii
Abstract	iv
1. Statement of Problem	1
2. Description of the Solution	2
2.1 User Profile	3
2.2 Design Protocols	3
3 Deliverables	5
4 Design and Development	
4.1 Budget	5
4.2 Timeline	6
4.3 Software	7
4.4 Hardware	7
5 Proof of Design	7
6 Testing Procedures	9
7 Conclusions and Recommendations	10
References	11

List of Figures

Figure Number	Page
Figure 1. DVD Flowchart	4
Figure 2. Budget	5
Figure 3. DVD Menus	8
Figure 4. Second Coming Ministry's vision	8
Figure 5. Difference media forms	9

Abstract

The *Multimedia Presentation for Second Coming Ministry* is a multimedia rich tool that Second Coming Ministry can use to inform possible participants who believe in Second Coming Ministry's mission and want to join in its activities. It is a user driven interface that allows the users to control the multimedia presentation. The DVD presentation has pictures, graphics and video clips to help educate the users of mission and goals of Second Coming Ministry.

Introduction

Second Coming Ministry is a non-profit charitable, evangelical Christian organization. Its purpose is to bring awareness and action to inner city communities by partnering with neighborhood churches to provide an opportunity for teaching with biblical models to empower those in need, and to help in the areas of health, nutrition, living conditions, and life skills. The purpose and focus of this organization is summarized in its vision, mission and goal statements.

- **Vision:** to preach the gospel of Jesus Christ. To heal the wounded, to bring sight to the blind and spiritual wholeness to all.
- **Mission:** to bring awareness and action to inner-city communities, networking, and partnering with neighborhood churches to provide opportunities for training and teaching with Biblical models to empower those in need, and to offer support in all areas of health and life skills.
- **Goal:** to serve pastors and leaders by providing leadership training and development to empower the communities and congregations with outreach methods, small groups, and life skills with resources and supplies.

1. Statement of Problem

Gary and Gerry Spears founded Second Coming Ministry in December 1999. Promotion of the activities and goals of Second Coming Ministry has been “word-of-mouth”. In my interviews with them they expressed their biggest need was for other methods to help promote its mission, goals and current activities other than the time consuming “word-of-mouth”. Second Coming Ministry does have a Web site but because both Gary and Gerry work full time jobs outside of Second Coming Ministry they do not have the time or the required skills to design an eye catching Web site keep its content current. Gary asked me if I could develop an eye catching multimedia presentation that could be put on to Second Coming Ministry’s Web site. Gary and I

talked about what he was envisioning for a new Web site full of multimedia content.

After writing down all the different thoughts and ideas we decided that a new Web site was not the best way to solve Second Coming Ministry's biggest need: to more efficiently promote its mission, goals and activities.

2. Description of the Solution

Second Coming Ministry's average budget for the last three years has been \$ 25,000 - \$29,000 per year. Second Coming Ministry spends over ninety percent of the budget on mission activities. Ten percent or less of the budget is used for administrative operating expenses such as for printing costs and mailings. Over seventy-five percent of its supporters are one-time givers, who pay to the costs of the different expenses for mission trips to Honduras and Haiti (8). Second Coming Ministry does not have the funds available to hire an Information Technology professional to develop a multimedia tool that Second Coming Ministry can use to better promote its mission, goals and activities.

My proposed solution is to develop an interactive multimedia presentation on DVD for Second Coming Ministry. This presentation would allow the user to learn more about Second Coming Ministry's mission, goals, and activities. It will be interactive, allowing the user to choose the path or order the user views the information about Second Coming Ministry. Using pictures, sounds and videos in addition with text to help the user enjoy his/her experience. The DVD is aimed at those who share the beliefs of the Second Coming Ministry and are looking for how and where they can become involved. The project is a multimedia rich DVD that can be displayed on any television with a DVD player or on a computer with a DVD drive and resident DVD software. It will be

designed around existing knowledge people have of existing DVD movies and their navigation menus. The DVD media format was chosen because it is widely available and easily understood.

2.1 User Profile

Some of this project's users are going to be sophisticated about using DVD technology, while others will be much less comfortable. This multimedia DVD will be user friendly so that both the sophisticated technical minded and those with a lower comfort level or understanding of technology will be able to play and view the information on any DVD player and television with no thought about hardware or software compatibility.

2.2 Design Protocols

This multimedia DVD is going to follow the flow and design of a standard movie DVD menu system. The user will navigate through the DVD using a remote control, just as they would with any other DVD movie. (See Figure1.)

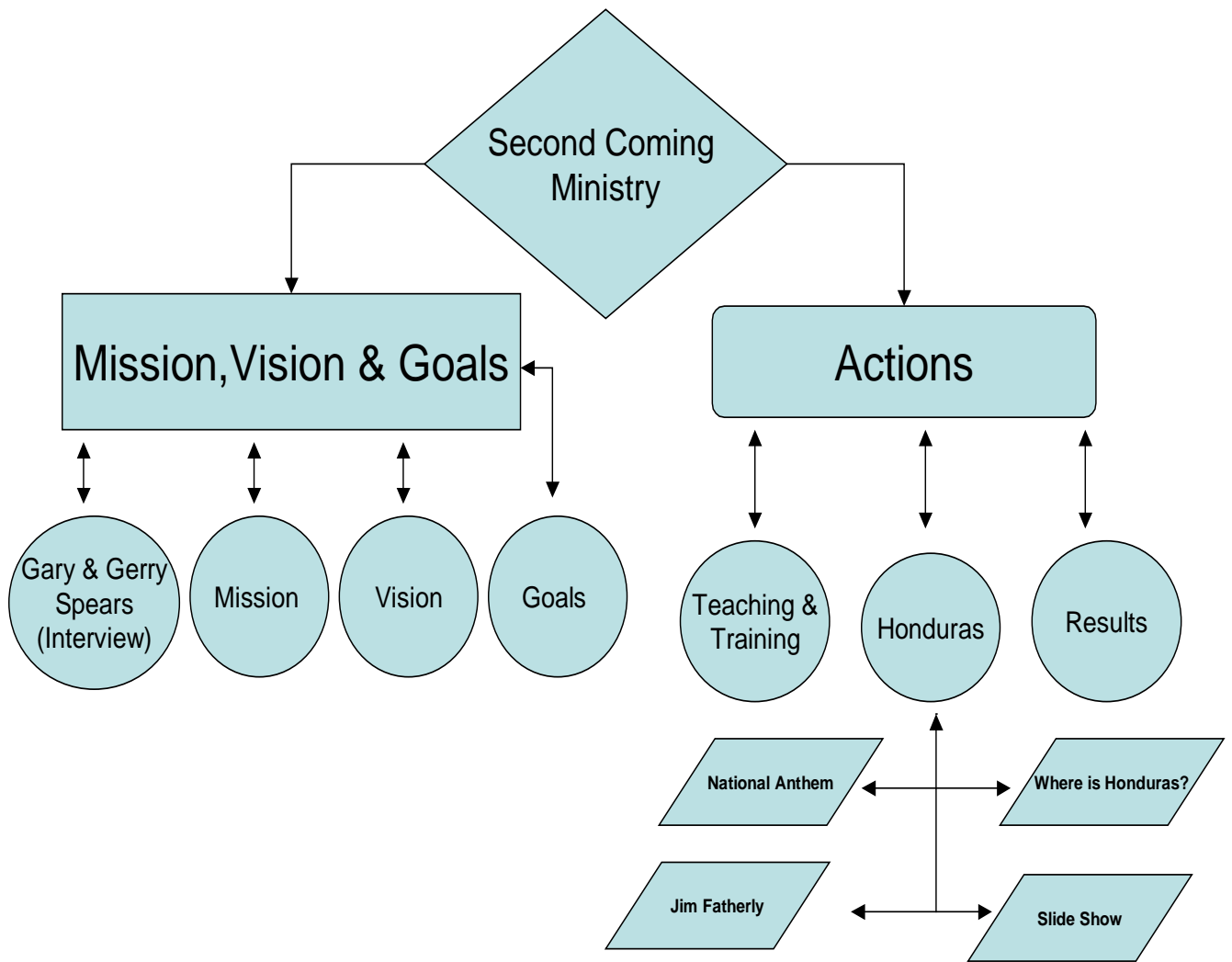


Figure 1. DVD Flowchart

3. Deliverables

1. A multimedia-based project DVD for Second Coming Ministry will be created using iMovie HD and iDVD.
2. DVD is user controlled through various easily usable menus.
3. The DVD provides an all inclusive look at Second Coming Ministry including the following topics:
 - Goals
 - Activities
4. The project provides a multi-sensory interface, through the use of text, graphics, pictures, audio and video clips.

4. Design and Development

4.1 Budget

	Item	Cost
Hardware	Logitech MX 510 Mouse	\$ 42.99
	4.7GB DataLifePlus 4x DVD-R Media, Printable, 50 Pack Spindle	29.99
	Western Digital 320GB Secondary USB & Firewire Hard drive	259.99
	Canon ZR-200 Digital Camcorder	349.99
	FireWire Cable	14.99
	iBook notebook computer	1594.99
	Software	Final Cut Pro Studio
Total:		\$3,592.93*

* Prices found at www.macmall.com

Figure 2. Budget

4.2 Timeline

January 2005

- 19 Met with advisor
- 22 Phone interview with Matt Gerstle -industrial designer professional
- 23 Interview with Gary and Gerry Spears

February 2005

- 10 Met with advisor
- 12 Met with Gary Spears
- 25 Turned in 1st draft paper

March 2005

- 1 Interview with Matt Wilson -graphic designer professional
- 8 Met with advisor
- 14 Oral presentation and final paper due

November 2005

- 4 Draft of design freeze due
- 11 Show prototype to advisor
- 11 Progress report #2 due
- 15 Show improved prototype to advisor
- 15 Show improved design freeze paper to advisor
- 18 Present oral presentation to advisor
- 28 Oral presentation and final design freeze due

December 2005

- 1-12 Get Hardware/Software for final project and practice using software/hardware
- 20 Finalize choice of colors and layout of DVD menus
- 1-31 Record video interviews
- 1-16 Recruited test group individuals

January 2006

- 1-5 Choose video interviews for multimedia presentation
- 5-10 Edit video interviews
- 9-14 Show project to test groups
- 30 Consult with advisor about progress with project and if deliverables are being met.

February 2006

- 3-6 Demo project to test groups and collect feedback
- 10 1st Draft paper to advisor
- 13 Demo project to advisor and review deliverables progress
- 13-20 Demo project to test groups
- 27 Complete project and demo to advisor

March 2006

- 27-3 Fix all program bugs and complete all deliverables
- 4 Demo project to Advisor
- 4 Demo project to test groups
- 1 Revise 1st draft paper and demo oral presentation to advisor
- 10 Turn in final paper and oral presentation slides to advisor
- 13 Present oral presentation and production project

4.3 Software

The software used to create this multimedia presentation was iMovie HD and iDVD software packages that came preloaded on the Apple laptop. Apple computers have historically been the better computer platform for digital multimedia content creation. I wanted to broaden my knowledge of the Apple computer platform, and since none of my classes in the College of Applied Science have ever allowed the chance to use one.

4.4 Hardware

The hardware used to create this multimedia presentation was an Apple iBook laptop 1.42GHz PowerPC G4 with 1.5GB memory and 60GB hard drive, with Mac OS X operating system. I wanted to learn more about Apple's operating system and other software and hardware tools. I used a digital video camera with firewire to film the video clips.

5. Proof of Design

The multimedia presentation was design using Apple computer's software package iMovie HD and iDVD allowing the multimedia presentation to be viewed on any DVD player.

The multimedia presentation is design so that the user can select which media content to view. The user can stop and start the presentation or only view certain part of the multimedia presentation.



Figure 3. DVD menus

The DVD presentation informs the user about Second Coming Ministry's goals, activities and mission.

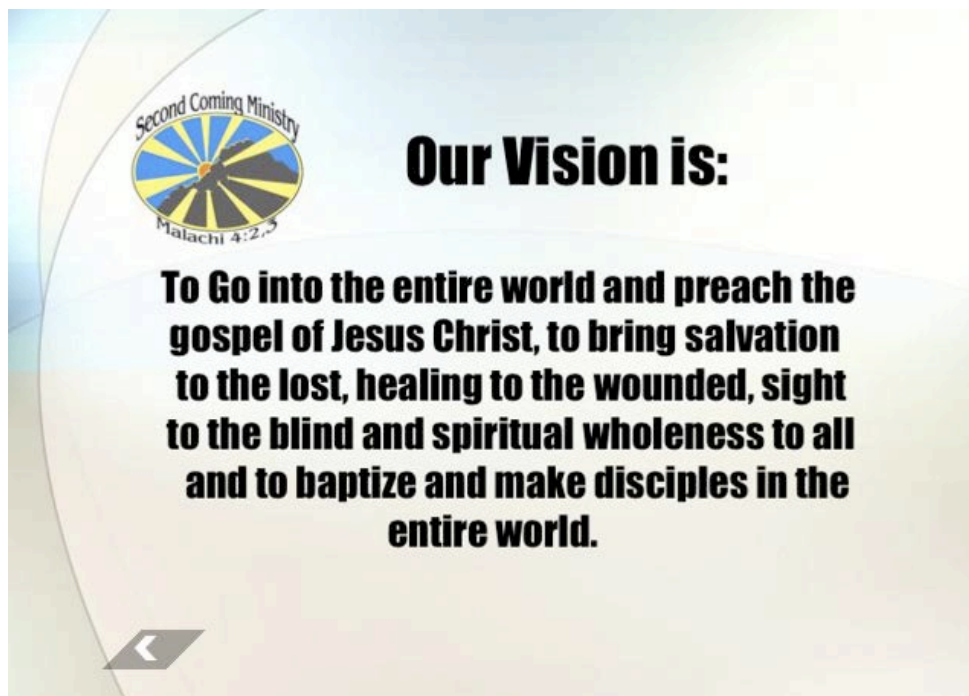


Figure 4. Second Coming Ministry vision

Multimedia presentation to maximize the impact using different media forms such as graphics, text, pictures, audio and video clips.

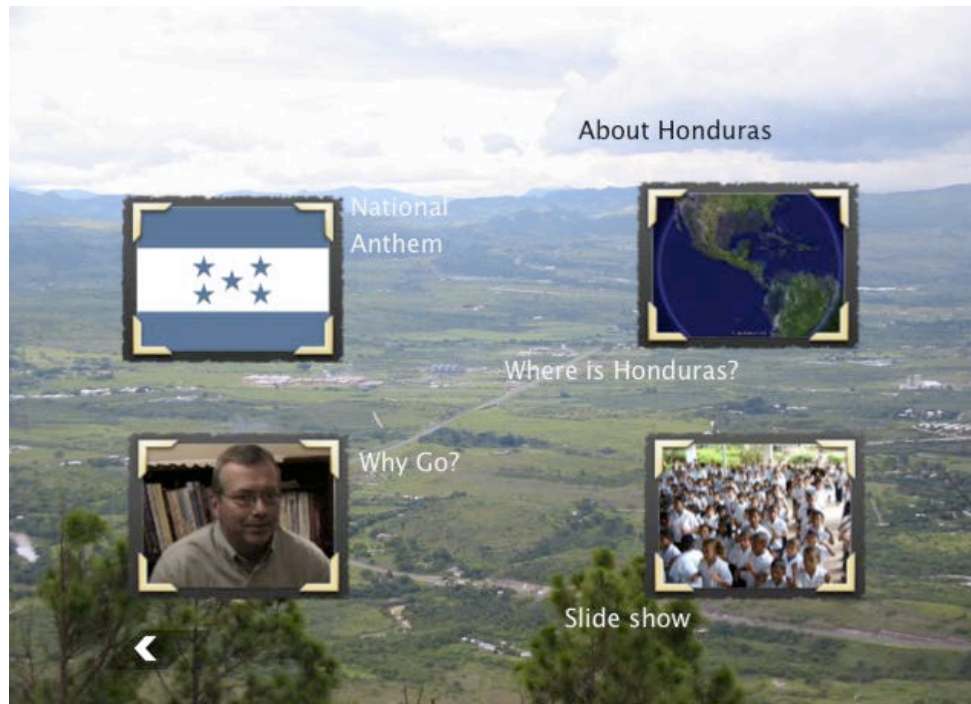


Figure 5. Different media forms

6. Testing Procedures

The testing for this multimedia presentation has been done with a range of users and audiences. The users were not required to be technically sophisticated. The navigation menus are graphical, minimizing the need for navigational text. This menu navigation was tested using both technically sophisticated and technically challenged individuals. I tested this DVD presentation on various DVD players and television sets to discover which color combinations look the best. I asked friends and co-workers to test the navigation and user friendliness of the DVD. Test audiences were used to evaluate the effectiveness of the presentation to clearly present the vision, mission and goals of the Second Coming

Ministry. This was accomplished by having discussions with the test users/groups after the presentation. Two different types of test audiences were used. One audience included individuals knowledgeable about the vision, mission and goals of the ministry and the other who have limited or no knowledge of the ministry.

7. Conclusions and Recommendations

This project was very different experience from most of my college classes. In these classes I was given problems to solve and a relatively short time to complete the assignment. Typically one has to only use the techniques or material from that class to solve the problems. This assignment was different in that the effort to complete the project covered many months. In the process of doing research and gathering information about the problem; it became obvious that there were many ways to accomplish the effort. Therefore I had to balance time and resources available to plan and complete the project. This is more real world type of situation than the typical classroom assignment. For this multimedia project it required me to be very creative in color, style, and form using concepts and ideas that helped the final product display the desired message. This press me to learn how to blend colors, textures, sounds and video into an effective presentation.

In retrospect the following recommendations are proposed for making future improvements to this project:

- To enhance the projection of the impact that this ministry has on the people ministered to I would have short video clips of testimonies by individuals helped by the ministry.
- Short video clip of testimonies by previous missionaries as to the impact of work through Second Coming Ministry has had in their lives.

- Make the presentation using less still photographs and more video clips of actual ministry activities to give a viewer a increased feel for what ministry could be like.

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