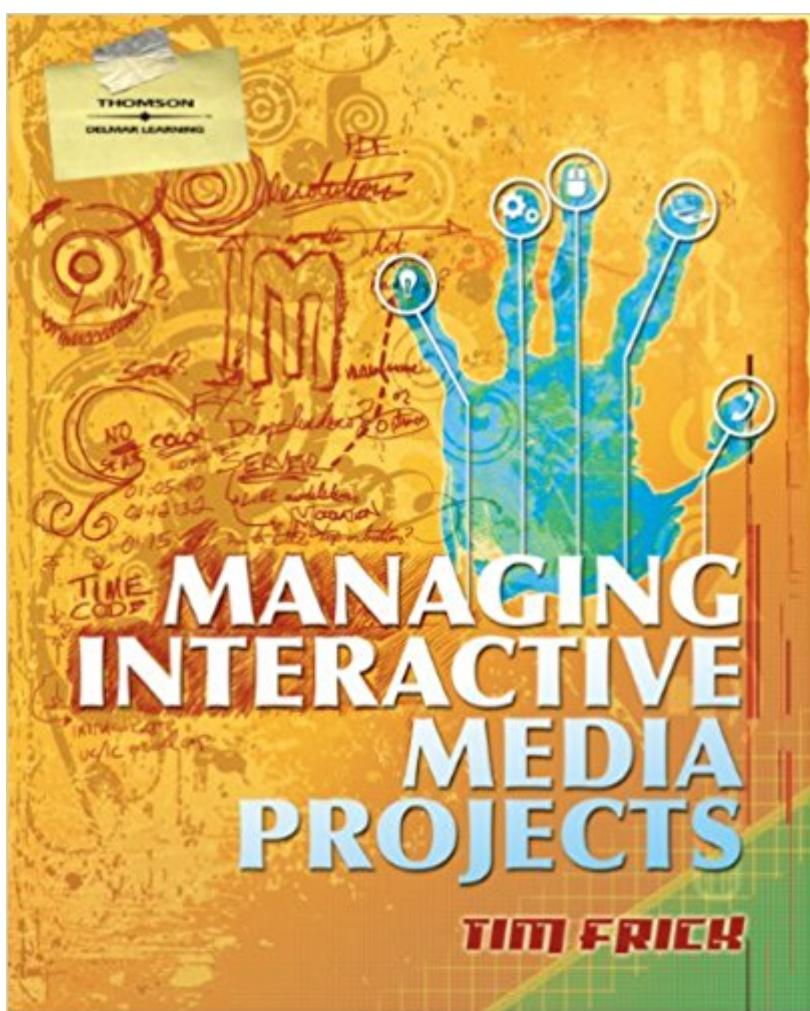**The book was found**

Managing Interactive Media Projects (Graphic Design/Interactive Media)

Synopsis

From the birth of a media project idea to the implementation and maintenance of that project, this book provides the skills and know-how to master the process of managing interactive media projects. Managing Interactive Media Projects offers important insights and techniques for various approaches to the process of creating interactive media. It covers the ever-important steps of planning, documenting, writing, designing, implementing, testing, debugging and maintaining interactive media projects that range from web sites and online media to DVDs, CD-ROMs and Flash. Detailed breakdowns of key steps in developing interactive projects coupled with in-depth case studies and digital supplemental materials make it a valuable resource in today's creative market. Written in a cohesive yet easy to understand manner, this book will transform the daily drudgery of technical specifications and documentation into an easy-to-implement process that will help readers to surpass even their own expectations on their interactive media projects.

Book Information

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Customer Reviews

"The top three strengths that I see within the manuscript are the often overlook topic of project management, the creative process approach to a project's life cycle, and an easy-to-read format." Erik Miller Associate Professor The Community College of Baltimore County"Yes, I like this idea because it forces people to try things. An interactive website for a fake client that comes with certain details to keep the project focused like when working with a client." Kimberly Callery Department

Chair for Game Design International Academy of Design & Technology

Tim Frick has provided creative animation, video, CD, DVD, print and web design services to an extensive list since 1995. Frick was a Production Manager for the Multimedia Division of Ameritech Information Industry Services before founding his own company Floating Code in 1995. In 1998, he founded Mightybytes, Inc. with the intent of offering high-quality creative media services in a unique environment that blends artistic talent with solid work ethic and free-spirited Â¿no attitudeÂ¿ aesthetic. His work has received numerous awards and has appeared in more than 30 publications, web sites, and television broadcasts as well as at the Chicago Museum of Contemporary Art. His client list ranges from Fortune 100 corporations to not-for-profit agencies and small entrepreneurial companies. Frick is also an instructor at Ascend Training, a Chicago-based facility dedicated to teaching creative software to industry professionals.

This gives in depth details on how to plan a website, or other interactive media. I never knew so much work went into completing a website. I have had to write comps, rationales, proposals, etc. DO NOT sell this book back! It's a VALUABLE resource! Treat it like it's gold!

yeah and?

Even if you are not a web designer or interactive media creator, the book "Managing Interactive Media Projects " by Tim Frick, is a great resource. I use this book in my college-level web design introductory class and it is a God-send. This book breaks down the complete creative process for you and is replete with comprehensive and practical advice -- as well as great case studies that illustrate what can go right or wrong.Reading this book will help you to understand many phases of the project management process, such as: * Managing projects * Conceptualizing an idea and initial planning * Proposal writing * Defining from your project specification * Understanding different design processes that are effected by content * Presenting your ideas to the client * Flowcharting your idea * Creating scripts and asset lists * Art direction * The revision process, approvals, scope and feature creep * Design production * Production and programming * Testing, revision tracking and quality assuranceAll projects, no matter what type of media, have specific logic-flow or development order from its inception (idea) to completion. All of the above concepts go through specific cycles, whether you follow an "ADDIE" or Agile routine ------ this book works. Frick's book helps you to understand the process within the process ------ it's a great investment.

Frick's Managing Interactive Media Projects is an ideal textbook for college media professors who want to introduce their students to the world of professional media development. Founder of the Chicago media design firm Mightybytes, Frick takes students from conceptualization and early planning all the way to launch, promotion and management. He does what many multimedia textbooks fail to do, which is to accurately and effectively represent the entire process, not just the content creation and software use in the middle.For Frick, creative design happens through effective project management. Frick provides his readers with tools for creativity at the points where they will function most productively for the designer and the client. With plenty of examples, discussion and exercises, the text lays a strong foundation for students to begin developing their own projects. In addition to taking readers through his firm's redesign of a website and offering his own insights on the business, Frick also incorporates a series of "PROfiles" in which other professionals share their perspectives on topics such as rapid protyping, testing and content management systems.The book is well-organized and thorough, while at the same time lively and creative. As an author for a college audience, Frick's tone is perfect. His enthusiasm for his work is evident. He writes with the kind of friendly authority that comes with having worked successfully in the field for some time.One of the things that I especially like about Frick's approach is the care he has taken to make the book feel like it is engaged with the ideas and activities under consideration. Its design concept replicates the busy work environment of a professional media developer, right down to the coffee cup stains. All the way through Frick includes photos of people engaging in the process he depicts. Whereas often in textbooks, these kinds of photos look staged and artificial, the people in these photos help create the feel of a design studio and reinforce Frick's message that it's interaction between people, first and foremost, that makes for good interactive media design and project management.

I highly recommend Tim's book to anyone working in interactive media. It's one of those books that you'll keep close by in order to easily grab it for reference. Tim breaks down all the essential steps and provides relevant case studies. He's very engaging and you can tell that he really knows his stuff and is passionate about his craft. This book will help me in my role as an Account Manager as it really touches on the people aspect of interactive media creation. I will make sure to accidentally leave it around the office for others to also learn from it.

As a person who deals with Designers and Developers on a daily basis, I will recommend Mr. Frick's book as a reference tool to help them understand the details involved managing web

projects. The book is well organized and the PROfiles in each chapter are a great addition.Mr. Frick leads the reader, in a step by step process, from creating a project proposal to taking the project live. Along the way, Mr. Frick shares his insight and it is clear that he is experienced with the subject matter.

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