



Multimedia Design Principles

Apple Multimedia Lab

1990 Developer Conference

Multimedia Design Principles

- Views on Multimedia (Hooper)
- Merging Computers and Video (Florin)
- Multimedia Interface Design (Kreitman)
- Media Fluency (Gano)
- The Active Learner (Nanny)
- Panel Discussion



Views on Multimedia

Kristina Hooper

Director, Multimedia Lab

Views on Multimedia

- Titles and tools: a range of products
- Building multimedia projects
- The Lab design team



Merging Computers and Video

Fabrice Florin

Producer/Designer

Merging Computers and Video

- Case Study: *Life Story*
- A new kind of experience
- The power of stories
- The freedom to explore
- A deeper understanding
- How we built this design example
- Development process: a producer's view



Inventing Multimedia Interface Design

Kristee Kreitman

Art Director/Designer

Inventing Multimedia Interface Design

- Structure, style and experience
- Understanding the visual environment
- Foundation and decoration
- Case Study: *The Visual Almanac*
- A 1990 Design Example: *AFT*
- What makes multimedia interface design different?



Media Fluency

Steve Gano

Lead Designer

Media Fluency

- Multimedia for casual self-expression
- Some examples and results:
 - Time lines for sequence editing
 - Compositions from components
 - Multimedia objects
- Some challenges/opportunities
 - Facets and behaviors of multimedia objects
 - Geometry of non-linear composition



The Active Learner

Margo Nanny

Teacher/Designer

The Active Learner

- Manipulating time
- Space at a human scale
- Changing points of view
- Multiple representation
- Physical simulations

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