

# DACUM Research Chart for Multimedia Specialist

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Duties		← Tasks				
A	Develop Websites	A-1 Identify client multimedia needs	A-2 Identify target audience	A-3 Create project budget	A-4 Create project timeline	A-5 Create website outline
		A-12 Create project animation	A-13 Create project audio	A-14 Program website rough draft (e.g., HTML, Flash)	A-15 Test website functionality	A-16 Perform project changes and corrections
B	Develop Interactive CD-ROMs	B-1 Create interactive CD outline	B-2 Create interactive CD concept	B-3 Design interactive CD interface	B-4 Write voice-over narration	B-5 Shoot project video
		B-11 Design disc label	B-12 Create interactive CD-ROM master (e.g., auto run, full screen)			
C	Develop Video Presentations	C-1 Write video script	C-2 Plan video production needs (e.g., talent, crew, location)		C-3 Develop story board	C-4 Hire project talent (e.g., voice over, on camera)
D	Develop Audio Presentations	D-1 Write an audio script	D-2 Create audio master			
E	Develop DVD's	E-1 Create DVD outline	E-2 Create DVD concept	E-3 Design DVD interface	E-4 Author DVD project (e.g., chaptering, loop, audio)	
F	Create Animations	F-1 Develop animation concept (e.g., 3D, 2D)	F-2 Create animation story board	F-3 Create 3D animation objects (e.g., surfaces, wire frame)		F-4 Apply animation key frames
G	Develop PowerPoint Presentation	G-1 Develop PowerPoint outline	G-2 Design PowerPoint slide master	G-3 Import graphic content	G-4 Select PowerPoint transitions	G-5 Select PowerPoint action settings
H	Create Banner Ads	H-1 Create banner ad concept (e.g., size, delivery method)		H-2 Write ad copy	H-3 Design banner ad	H-4 Create hyperlinks
I	Perform Support Tasks	I-1 Upload/download files	I-2 Burn discs	I-3 Duplicate media (e.g., disc-tape)	I-4 Scan images	I-5 Create technical documentation
		I-12 Trouble-shoot technical problems (e.g., workflow, software, hardware)		I-13 Calibrate equipment	I-14 Create system programs	I-15 Perform file conversion

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A-6 Create website concept	A-7 Research project subject matter	A-8 Gather pre-existing project content (e.g., photos, text, graphics)		A-9 Write on-screen text	A-10 Take project photos	A-11 Create project illustrations
A-17 Obtain project approval	A-18 Deliver project to client					
B-6 Record project audio (e.g., voice over)	B-7 Edit project audio (e.g., music, sound effect)	B-8 Edit project video (e.g., text, graphics, special effects)		B-9 Program interactive CD-ROM rough draft (e.g., flash, director visual basic)		B-10 Test interactive CD-ROM functionality
C-5 Determine video shoot location	C-6 Set up production equipment (e.g., audio, tripod, lighting camera)		C-7 Digitize video footage	C-8 Export specialized file types	C-9 Create videotape master	
E-5 Test DVD functionality	E-6 Create DVD master					
F-5 Light 3D scenes	F-6 Illustrate 2D objects	F-7 Render test animation	F-8 Render final animation			
G-6 Test PowerPoint presentation functionality	G-7 Export PowerPoint presentation					
H-5 Test banner ad functionality						
I-6 Network computers	I-7 Manage files (e.g., backups, checkout, verification)	I-8 Organize files	I-9 Install hardware	I-10 Install software	I-11 Process E-mail	
I-16 Perform technical research	I-17 Participate in training					

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## General Knowledge and Skills

Drawing	Systems
Communication skills (oral & written)	Typing
Time management	Cartooning
Multi-tasking	Illustration skills
Problem solving	NLE skills
Logic	Videography
Organization	Photography
Math	Video editing software
Programming	Audio editing software
Critique	Word processing software
Analytical	HTML editors software
Story-telling skills	Illustration software
File formats	Image processing software
Motivational skills	Animation software
	CD authoring software

## Worker Behaviors

Creative	Experimental
Self-motivating	Sense of humor
Self-sufficient	Playful
Adaptable	Open minded
Patient	Listener
Stress tolerant	Youthful mentality
Cooperative	Cultural literate
Proactive	Worldly
Attention to detail	Confident
Professional	Resilient
Improviser	Persevering
Quick thinker	Team player
Flexible	Curious

## Tools, Equipment, Supplies and Materials

Light meter	Illustrator
Cameras (still & video)	PageMaker
Printer	MS Word
Mac & Windows	MS Office
Computers	Freehand
Server	Soundforge
Scanners	Adobe Premier/DPS
Tablets	Velocity
Traditional art tools	Adobe Audition
Office equipment	Adobe Acrobat
PhotoShop	DPS Velocity
Dream Weaver	Final Cut Pro
Flash	Fireworks (macro)
Swish	Contribute
Maya	DFX
Lightwave	After Effects
Director	

## Future Trends and Concerns

Mobile media - faster, smaller, cheaper  
Ubiquitous computing  
Constant turn over of technology  
Out sourcing  
Increasingly empowered clients  
Internet trends  
Media distribution

## Acronyms

HTML	HyperText Mark-Up Language
DVD	Digital Video Disk
CD-ROM	Compact Disk-Read Only Memory
NLE	Non-Linear Editing
2-D	Two Dimensional
3-D	Three Dimensional
DFX	Digital Effects