

# TREATMENT & CONTENT OUTLINE

In multimedia production, the *treatment* is a written summary of the project's purpose, its "look & feel" as well as description of user interaction. The *content outline* is a listing (usually in sentence outline form) of all the information (text, graphics, audio, video) that will actually be included in the project. Together, the treatment and content outline present the production team with an overview of the topic, theme, format, vision, goal(s), and subject matter of the *nonlinear* multimedia title.

## ✓ Assignment

Students, working in teams of 2, will collaborate on writing a treatment and content outline for their multimedia project.

## ✓ Minimum Information (see next page for helpful suggestions!)

- 1) ***Title Page.***  
 Project Title: Don't make the title too long or enigmatic  
 Date of the treatment  
 Brief Description: One or two sentence statement about the project  
 Submitted By: Names of the production team members
- 2) ***Background:*** As an analytical statement of the current situation, your background section should concisely summarize who the intended audience is (primary &/or secondary), why the project is being done now, any limitations, and the context within which the multimedia title will be used.
- 3) ***Objectives:*** Following a general statement indicating the terminal objective of the project, this section should list observable behavioral objectives your program will bring about in the user (remember CABD?).
- 4) ***Technical Elements:*** A specifications list stating what will be done in terms of user interface, icons and navigational techniques. This section should answer the basic questions concerning "What will the program be like?" (format, special effects, text, graphics, music, video/animation, user "tools," etc.)
- 5) ***Synopsis:*** This is a visually oriented, third person, present-tense narrative description which evokes the tone and mood to be set as well as the "look & feel" of the multimedia title. The synopsis should also making clear what metaphor(s) will be used, how the user will navigate the data set, the content covered, the number of nodes, and how all graphics, audio, video &/or animation (if any) will be used.
- 6) ***Content Outline:*** If it ain't here, it won't be in the final product! The content outline must list everything that needs to be included in the program — every fact, idea and concept. It should also indicate what media format might be needed for each portion of the product.

➡ **Due Monday, 5 June 2000 — IN CLASS!**

# SOME QUESTIONS TO PONDER

## WHILE DEVELOPING YOUR TREATMENT & CONTENT OUTLINE

### 1. What do you want to accomplish by doing this project?

This is a statement of your overall goal or vision for this project. It should be concise and clear enough to be understood by people who don't have your insight into the project.

- *Think about . . .* How will you know if you have succeeded in reaching your goal?

### 2. What should your audience be able to do or what benefit is there for your audience after viewing/using your product?

This is a one or two sentence statement for each of the things your audience will do after, or each of the benefits your audience will gain from, using/viewing your project.

- *Think about . . .* How will you know when the audience has succeeded (*i.e.*, performed or benefited)?

### 3. Who is your audience?

This is a description of your target audience. What are the audience's experience and prior knowledge? What are the audience's current abilities? What are the audience's attitudes and interests? What are the audience's personal characteristics &/or demographics? Do you have more than one target audience?

### 4. What will you be presenting/discussing?

This is a description of the content of your project. What is the main topic? What are the subtopics? What is the importance of each?

- *Think about . . .* Can you effectively cover the content in the time you have available for development?

### 5. What approach will you use?

This is a description of the project — the approach to be taken in addressing the topic. What is the visual content? Who are the characters (if any)? What is the storyline? What are the main themes?

- *Think about . . .* What are at least two media/technologies you might use with this treatment? What will the environment be like for your audience?