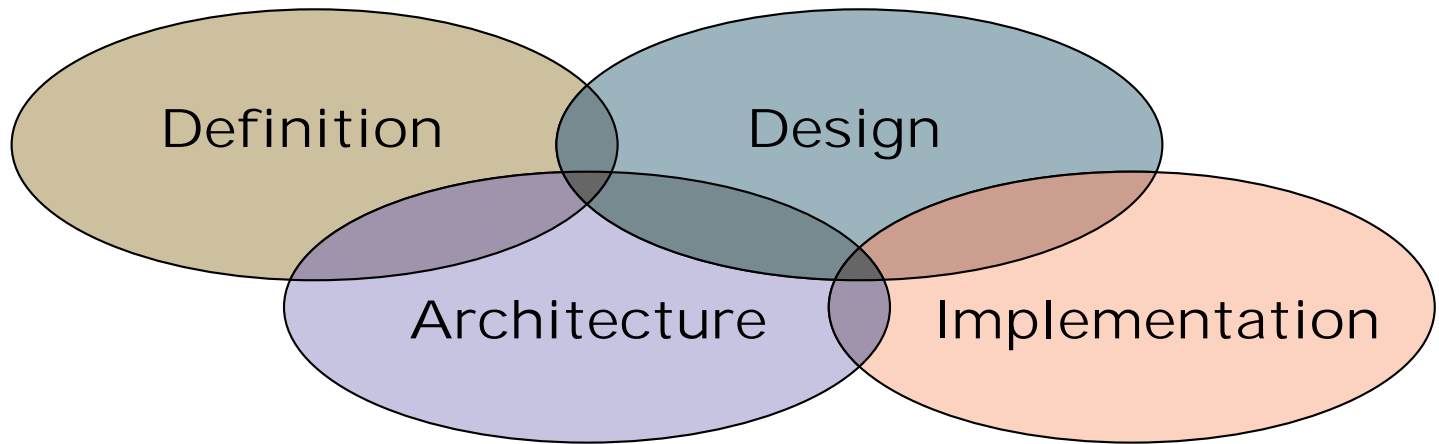
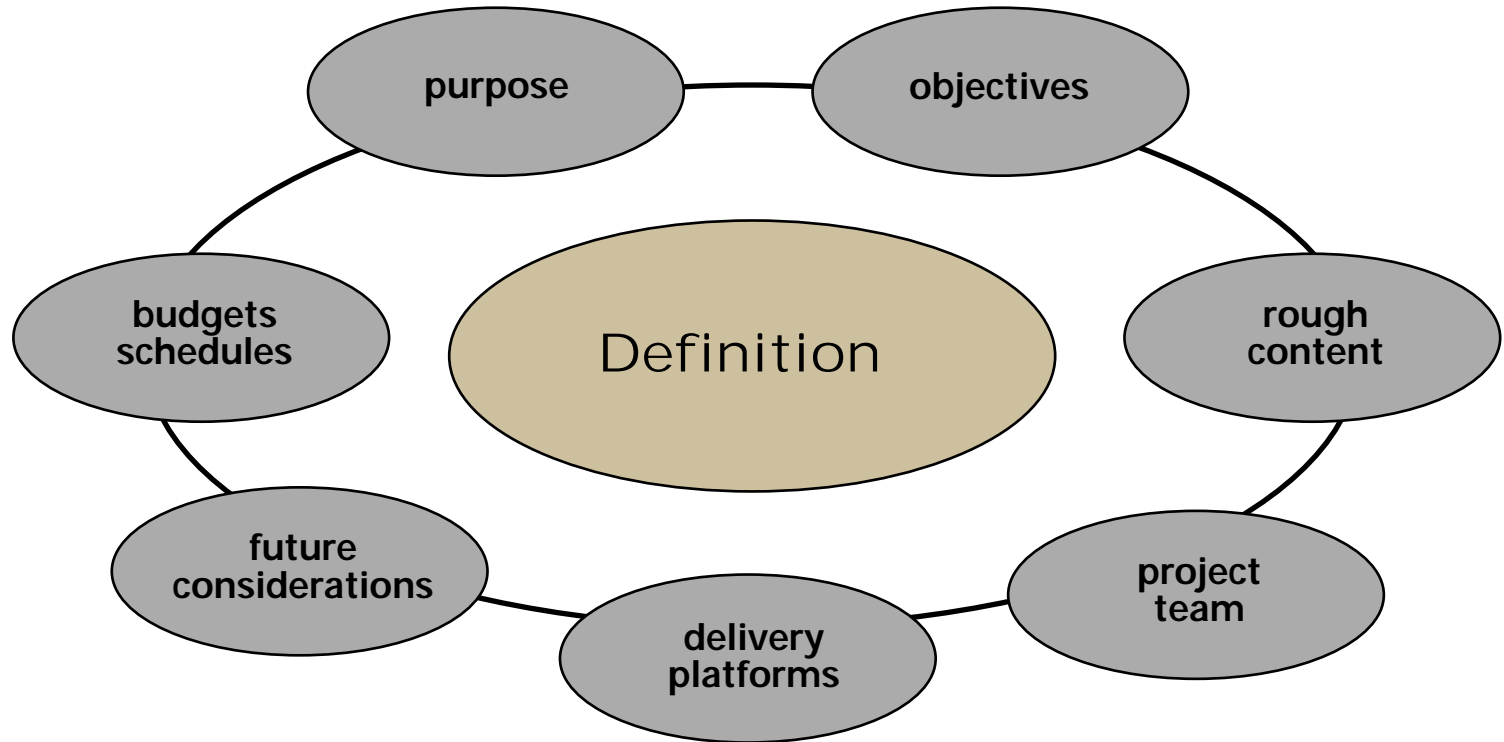


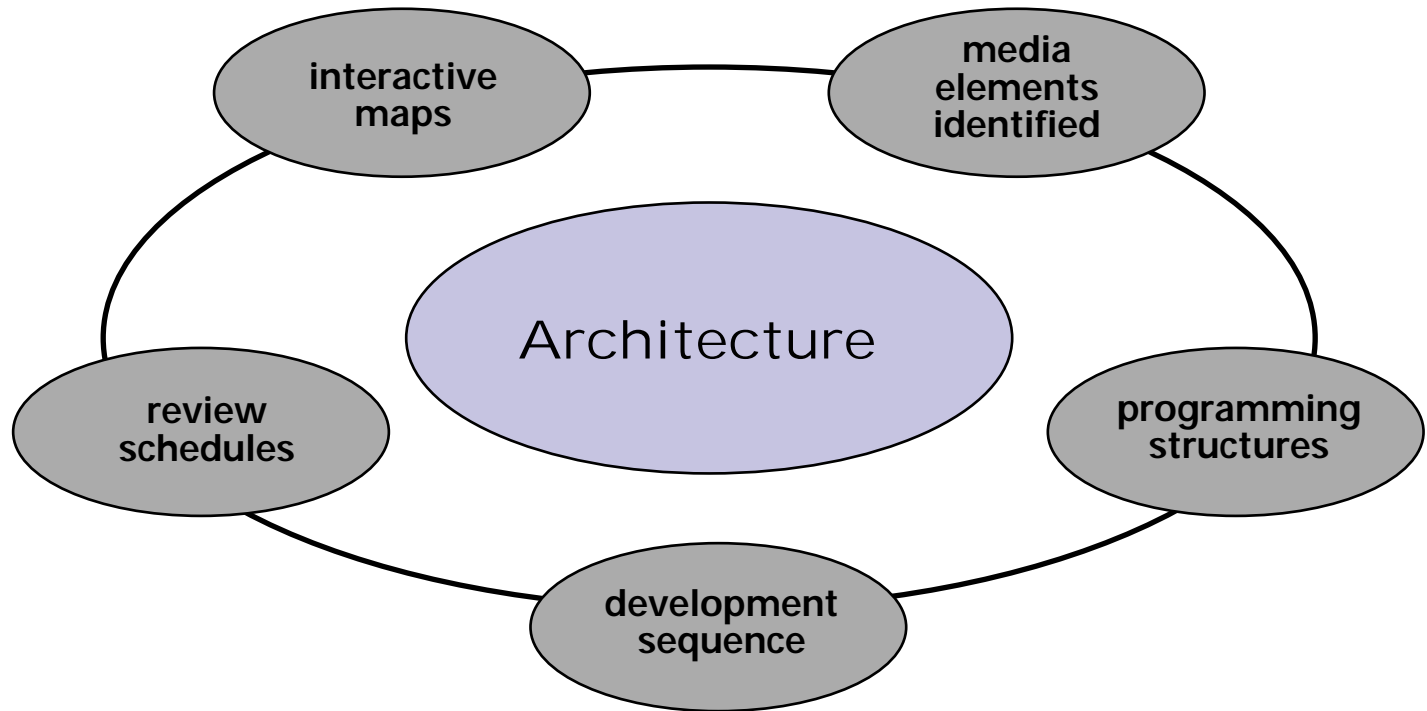
D.A.D.I process



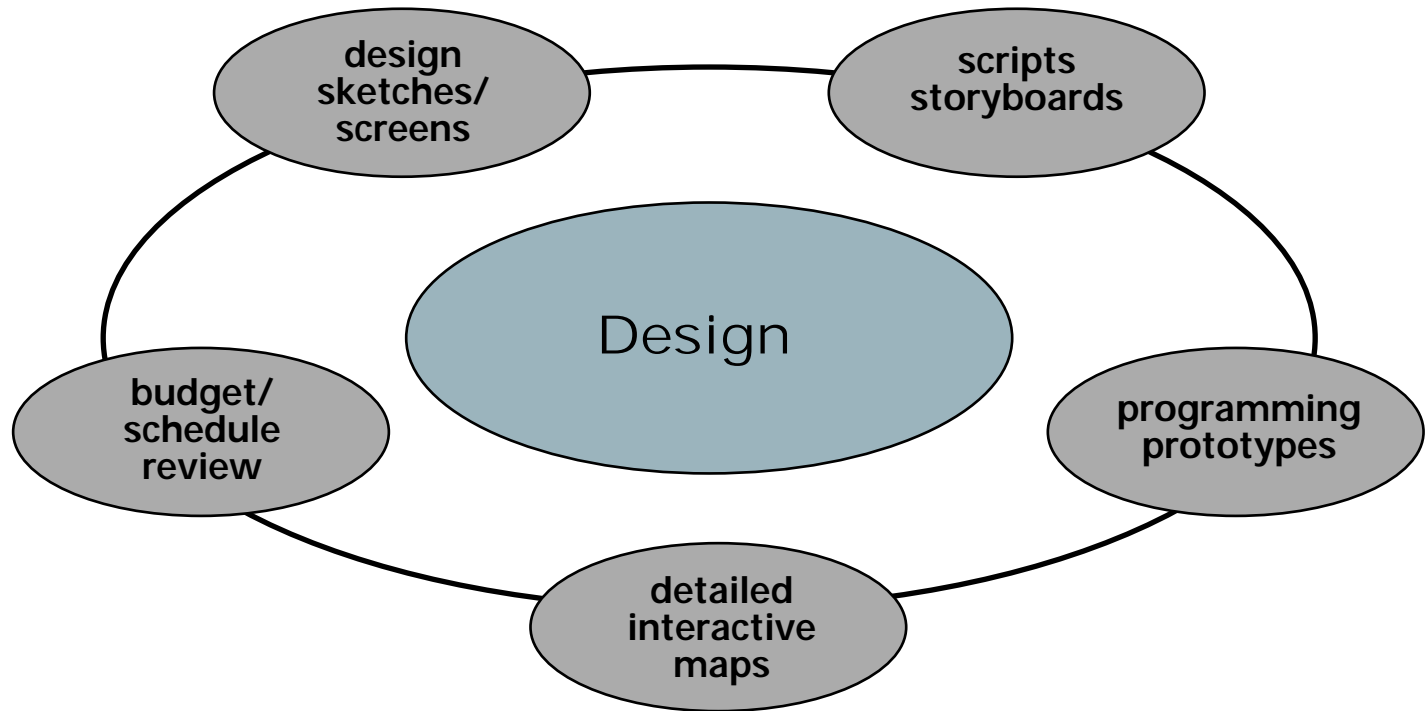
D.A.D.I process



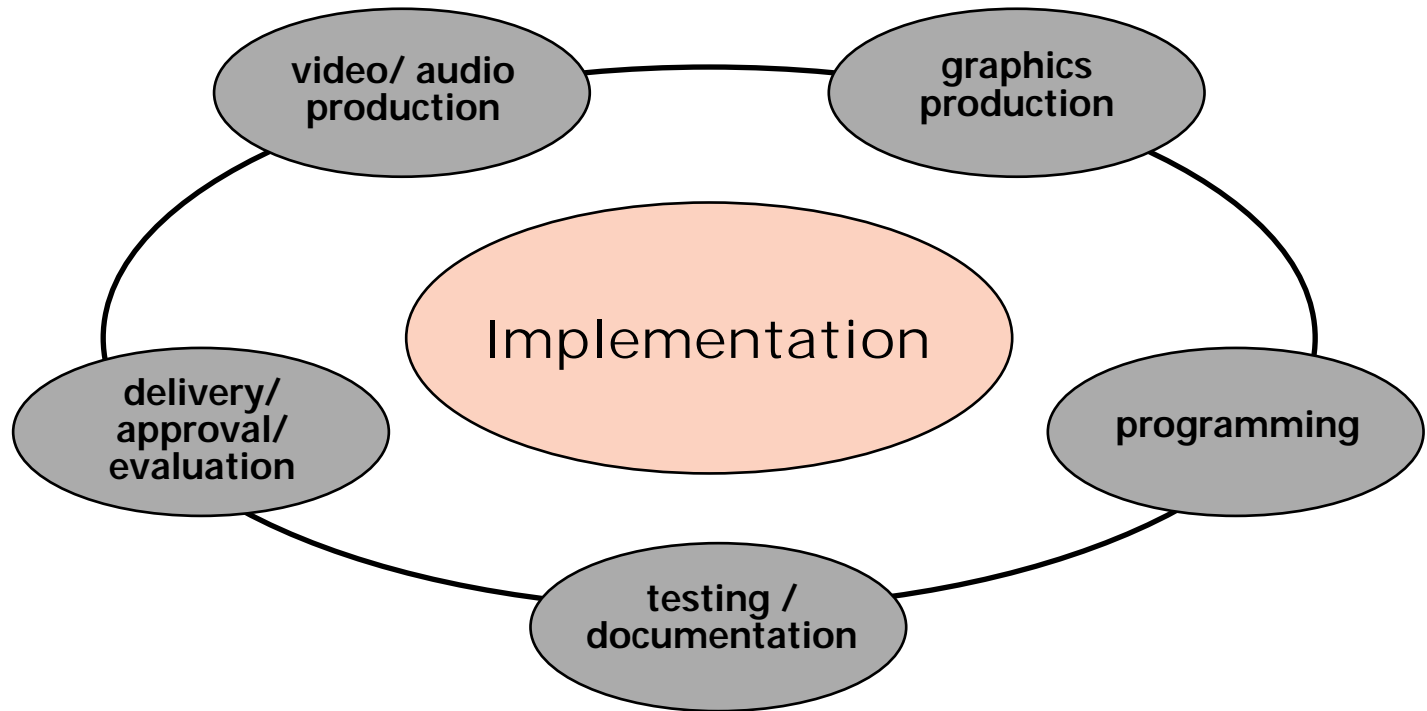
D.A.D.I process



D.A.D.I process



D.A.D.I process





interactive
media group

Project Phases DADI

Definition

Overview

This phase is concerned with defining the rough parameters of a project. This includes but is not necessarily limited to: Defining project objectives, establishing key audiences and marketing strategies, establishing desired technologies and delivery platforms, defining rough content, defining project team and subject matter experts, establishing rough budgets and project delivery schedules.

Deliverables

Deliverables would include but are not necessarily limited to: a written summary of project objectives and strategies, technology platform specifications, content outlines, project team members and responsibilities, working budgets and delivery schedules.

Architecture

Overview

This phase is concerned with outlining the basic architecture of the project and how specific information will be communicated. Overall content is mapped out into interactive diagrams and consideration is given to how specific technologies and media elements will fulfill project objectives. Appropriate interactive navigational structures and interface design elements are defined based on the content and project parameters.

Deliverables

Deliverables would include but are not necessarily limited to: Diagrams and maps illustrating navigation and interactive design, specific list of media elements to be produced or repurposed from existing materials for all content, and a sequence plan for developing and programming this content.

Design

Overview

This phase is concerned with integrating the defined content elements into cohesive structures that contain visual continuity and aesthetic appeal. Design sketches are reviewed and transferred to working screen prototypes that test interface design as well as interactivity. The whole "look and feel" of the project is considered while designing and developing specific content pieces.

Deliverables

Deliverables would include but are not necessarily limited to: design sketches, color printouts, scripts and storyboards, actual digital screen files or samples of digital media elements, packaged, fully interactive prototypes representative of various types of information delivery systems, revised interactivity maps and costs for specific element production or technologies, and updated project timetables and delivery dates.

Implementation

Overview

This phase is concerned with creating, producing, and programming all of the project content. Implementation would include regular reviews and acceptance of completed elements.

Deliverables

Deliverables would include but are not necessarily limited to: final produced media components as they are completed for review, specific module programming and testing, final programming and testing on multiple systems and final review and acceptance of the finished project.