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COURSE NOTES

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INTERACTIVE MULTIMEDIA AUTHORING AND PUBLISHING

Organizer
Hank Grebe
  AT&T Bell Laboratories

Lecturers
Kenneth Yapkowitz
  Tiger Media

Richard L. Phillips
  Los Alamos National Laboratory

Craig Rispin
  Optimage

Mike Saenz
  Reactor, Inc.

Brad Warnick
  Nautilus

Interactive Multimedia Authoring and Publishing

COURSE ABSTRACT

Multimedia is an exciting field, in its infancy, perhaps beginning to acquire legs, and its potentials are reaching far and wide. Interactive multimedia computer systems are becoming more common as computer hardware vendors offer us more devices, built-in or optional, for handling information. The means for orchestrating the various informational media elements to create understandable presentations is known as multimedia authoring, and requires a mixture of artistic and technical skills.

Our goal is to introduce you to the world of interactive multimedia authoring and publishing, and to share our experiences as designers, developers, publishers and users of interactive multimedia documents. The speakers will cover a broad range of multimedia computing platforms, authoring tools and publishing strategies. In addition to the course presentation itself, the course notes will provide references as guidance for your future multimedia endeavors.

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Interactive Multimedia Authoring and Publishing

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CHAIR BIOGRAPHY

Hank Grebe

Hank is a consultant with the User Interface Planning and Design Department at AT&T Bell Laboratories, Holmdel, New Jersey. He provides technical support and graphic design input to human factors engineers. Most of his Bell Labs work is done using UNIX workstations. He uses a Macintosh IIfx system to do freelance multimedia and computer graphics projects. Grebe received a B.S. degree in Art Education at the University of Wisconsin at Madison after studying fine art at Cornell University and the Boston Museum School of Fine Art. Grebe's early work was in conventional cel animation, and later in computer animation and video post production at New York Institute of Technology. He has attended and participated in SIGGRAPH conferences since 1983.

SPEAKER BIOGRAPHIES

Michael Burns

Michael Burns is a Member of Technical Staff in the User Interface and Quality Planning Department of AT&T Bell Laboratories. Mike originally joined Bell Labs in 1981, after earning a Ph.D. in Psychology from the University of California, Los Angeles (UCLA). In 1985 and 1986, he spent two years working for Lockheed at NASA Johnson Space Center in Houston, Texas, researching human-computer interaction techniques for use on NASA's Space Station. Since returning to Bell Labs five years ago, his work has been primarily in the areas of multimedia and hypermedia.

Richard L. Phillips

Dick Phillips is a Technical Staff Member in the Computer Graphics Group, Computing and Communications Division of the Los Alamos National Laboratory. His current research interests are scientific visualization, multi-media workstations, distributed computing, window systems, and digital publication. Prior to coming to Los Alamos, he was a Professor of Electrical & Computer Engineering and Aerospace Engineering at the University of Michigan for over 20 years. There he was instrumental in establishing a several hundred node workstation network for student and faculty use in the College of Engineering. He received a BSE in mathematics in 1956, a MSE in aerospace engineering in 1957, and a PhD in aerospace engineering in 1964, all from the University of Michigan. Phillips is a member of IEEE and ACM.

SPEAKER BIOGRAPHIES

Craig Rispin

Craig Rispin is responsible for worldwide sales and distribution of OptImage's CD-I authoring systems. His experience with CD-I technology dates back to his first introduction in 1988 when he saw a driving need in the marketplace for a simple, low-cost multimedia platform for his customers at that time, including Taco Bell, SAIC, and Walt Disney, Inc. Since joining OptImage, Mr. Rispin has implemented a successful Value Added Reseller program in the United States that has built a large independent developer community producing custom, commercial and consumer CD-I titles. Before joining OptImage, Craig was based in Sydney, Australia as International Sales Manager for an Apple Accredited Distributor and exclusive distributor of Philips' CD-I authoring technology.

Mike Saenz

Mike began his career in commercial illustration and the comic book industry at Warren Publishing and Marvel Comics, working on *Creepy, Eerie, 1984, Vampirella,* and *Marvel Comics Epic Illustrated* magazines. He created the first computer generated comic book, *Shatter,* in 1984 on a 128K Macintosh, and assisted in the development of MacroMind's ComicWorks and GraphicWorks. Saenz founded Reactor Inc. in 1989 and in 1990 released *Virtual Valerie,* an adults-only entertainment product in the style of his earlier controversial *MacPlaymate* program. 1991 saw the release of *Spaceship Warlock,* a science fiction "Interactive Movie" adventure game on CD-ROM, awarded Macworld Magazine's 1991 Game Hall of Fame award. In 1992, Spaceship Warlock was licensed to Sony for the forthcoming Play Station as well as the Super NES.

Brad Warnick

Brad Warnick is the Director of Consumer Products for Metatec Inc., a major CD ROM manufacturing and publishing company. As such he is responsible for the development, editorial and production of NAUTILUS, a unique CD ROM based multimedia magazine. He has been involved in multimedia and CD ROM from the inception of the medium and has experience in a variety of multimedia authoring and publishing environments. He previously worked on interactive video disc projects.

SPEAKER BIOGRAPHIES

Kenneth Yapkowitz

Kenneth Yapkowitz is a new media consultant based in Southern California. He served as Tiger Media's Chief Engineer of Research and Development for two and a half years, and continues to consult for them as well as for other multi-media companies. He comes to new media from the digital audio side, and has worked on electronic musical instrument designs and DSP projects for Oberheim, Akai, Roland and others. He has an MS in Computer Science from UCLA, and is a Computer Science instructor at California State University, Northridge. He is a member of ACM, IEEE, the Audio Engineering Society, and is a Fellow of the Institute for the Advancement of Engineering.

COURSE SCHEDULE

Hank Grebe 8:45-9:30am (45 minutes). Introductory remarks, Overview of Multimedia, Computer Aided Knowledge Engineering (CAKE).

Dick Phillips 9:30-10:45 (75 minutes). MediaView on the NeXT computer.

Break 10:45-11:00 (15 minutes).

Craig Rispin 11:00-11:45 (45 minutes). Overview of CD-I, The CD-I Development Cycle, The MediaMogul Authoring System.

All 11:45-12noon (15 minutes). Questions and Morning wrap up.

Lunch 12 noon to 1:30pm (90 minutes).

Mike Burns 1:30-2:00 (30 minutes). My Love-Hate Relationship with the Multimedia PC.

Mike Saenz 2:00-2:45 (45 minutes). CD-ROM Entertainment Project Planning and Development. Demos of "Spaceship Warlock" and "Screaming Metal".

Break 2:45-3:00 (15 minutes).

Brad Warnick 3:00-3:45 (45 minutes). Publishing a Multimedia Periodical on CD-ROM.

Ken Yapkowitz 3:45-4:30 (45 minutes). Multi-platform Multimedia.

All 4:30-4:45 (15 minutes). Questions and Day's wrap up.