



Smart CD

Tips and Guidelines

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*In order to better inform you and provide clarity in the process of formulating your Interactive CD-ROM, we have provided this sheet of tips and guidelines for you to refer to when you are making decisions about what should go into your Smart CD. These suggestions are focused on helping you create a well-designed and practical production that will communicate clearly and effectively to your audience. However, do keep in mind that **you** have the final say about what goes into your CD. Our goal is to provide you with the best quality production for your needs and purposes. Please feel free to contact us if you have any questions or suggestions.*

TEXT:

□ Try to keep your text concise and easy to understand. Organization of text should consist of "blocks" that correspond to the individual pages in your CD. Text created in Photoshop (bevel and emboss, gradient, drop shadow, exc.) takes more time to produce, making it more expensive. Your fonts should always be easy to read and the number of fonts use should not exceed 3 (preferably 1 or 2).

AUDIO:

□ You can use a musical score in your movie, or you can use audio to supplement (or even replace) text. Including sound in your Interactive CD adds another dimension to the interactivity of the program. Audio will tend to consume disk space, so you may want to consult with MAP before deciding to include large segments of audio.

PICTURES:

□ Pictures usually do not take up much disk space, and you can include as many pictures in your production as you would like. Depending on the on-screen size of the pictures and the design of the graphics, the number of pictures that will fit on a page (without transitions) will vary. This number is usually 1 or 3. When utilizing transitions (example: Fade in/Fade out, Wipe in/Wipe out), you can use as many pictures on a page as you want. Be sure to discuss with MAP the size, quality, and file format of the pictures you want to use.

WEBSITE LINKS:

Any text, graphic or object may be linked to a website address. You may link to as many sites as you wish. Please keep in mind that information on some sites may become outdated. When a user clicks on a link in your CD, the movie pauses and prompts your computer to open the default browser (if the browser is not already open), and go to the assigned address. When the user closes the browser, the CD is still paused, and he or she may continue through the CD at that time.

VIDEO:

□ Video may be included in your Interactive CD in Quicktime format. Video takes up the most disk space of any element, so in most cases, videos should be limited to just a few minutes in length. If the user does not have Quicktime installed in his or her computer, he or she must install it before the video can be viewed. Here again, MAP production techniques can include a direct link to a Quicktime installer in order to simplify the process for the user.

EFFECTS AND TRANSITIONS:

□ Effects and Transitions (affectionately known as ET's) are used to add interactivity to your CD production and to bring elements in and out. ET's can transform a plain production into a lively, fun multimedia experience. There are many diverse effects and transitions available. Various ET's can be viewed on MAP's Promo CD.

GRAPHICS:

□ Graphics provide the tone for your entire production. They include typebars, navigation bars, buttons, frames, and much more. Graphics will most likely determine your color scheme, lighting angles, and the general feel of your project. If you have any requests or ideas concerning graphics for your Smart CD, please be sure to talk with us regarding them.

A free MAP Promo CD is available upon request. This demo disk can be helpful in showing numerous examples of text, audio, pictures, links, video, effects and transistons, and graphics. This demo should also help to clarify the process of producing a Smart CD.