MMTK Introductory Presentation


"Make Training Work for You"
(working title)

Project Scope and Treatment


Prepared

by

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|------|---------|--------|--------------------|
| 2004-07-01 | 1.0 | ag@toysatellite.org | Completed 1st draft |
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# Contents

# Inroduction

This document is largely drawn from the brief provided by Ann Tothill (APC), titled "Additional Notes". The brief included:

• Purpose of demonstration
• Primary target audience
• Core concepts to convey
• Medium/format and approach of demonstration

Given the requirements of the brief, the limitations of the budget and discussions with Ann Tothill, it was necessary to prepare this document so as to identify what can be done, how it is to be done, what resources are required and recommendations towards project requirements that cannot be fulfilled.

This document is also a necessary production tool for Toy Satellite artists in finalising the script and overall design which will be refined during production.

# Project scope

Project Scope describes the extent to which the presentation will be produced, identifying  what it will be designed to do, what it won't do and the delivery platform it will be produced for.

"Make Training Work for You" (MTWY) is to be a multiplatform presentation that will be used to:

• describe the origins of the project;
• the project partners;
• how it is has been created;
• how it can be used, and;
• copyright provisions.

The initial project brief requested that the MMTK presentation describe also what it will develop into. This is proving problematic due in part to the speculative nature of plans for it's future.

**Recommendation:**

> Toy Satellite recommends that the presentation focuses on the primary objectives as outline above. This ensures both usefullness and longevity of the presentation.
>
> It is the tangible application of MMTK that we feel our efforts best be directed towards. In addition, we recommend a second presentation focusing on future directions and vision.

The presentation will consist of:

• voice over;
• descriptive text;
• storyboard style graphics
• a selection of photos, logos and credits.

Duration will be no longer than 5 minutes.

## Scene breakdown

MTWY is comprised of top and tail sections and 4 individual scenes:

• Title sequence
• Scene 1: Origins and partners
• Scene 2: Building the MMTK
• Scene 3: Using the MMTK
• Scene 4: Copyright provisions
• Credit sequence

## Delivery platform

MTWY will be available as a standalone Powerpoint/Impress document which may be exported as a Flash file.

There is no scope within the budget to produce either a video or animated Flash version. However, all primary components for such a product will have been created should there be additional funds available at a later stage.

**Recommendation:**

> It is recommended that an introductory movie will be a much more effective tool to demonstrate the MMTK. As such, all production will be geared in that direction should a more appropriate budget be arranged.

To fast-track production, as well as to accommodate the limitations of the budget, the overall structure of MTWY will be drawn from the Creative Commons (CC) introductory movies[1].

In addition, MTWY will be made available, as are the CC movies, under a Attribution-NonCommercial-ShareAlike licence.

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1 Get Creative, http://mirrors.creativecommons.org/getcreative/br/

## Specifications

This is a preliminary list of specifications which we expect to expand as the project nears production.

```
Duration                5 minutes
Screen ratio            16:9
Images – Delivery       High Res, 300dpi JPGs
Images – Final          High Res, 72dpi JPGs
Photos – Delivery       High Res, 300dpi JPGs
Photos – Final          High Res, 72dpi JPGs
Sound  – Delivery       44Khz, 16bit, mono
Sound  – Final          Various (MP3, OGG, etc)
```

## Telling the story

Describing the background of the project will entail logos, stills, text and voiceover. Text will largely be drawn from materials supplied.

Describing how the MMTK works and how it can be used is proving more complex. All supplied materials are verbose and contain language that would distance potential users rather than have them embrace these tools. As such, an entirely new approach is called for, one that will be extremely simple to describe and understand.

Given the modular nature of the kit and the cultural diversity of its potential user base, emphasis on visual descriptors will be essential to the successful explanation of the MMTK. As such, a cut-up, collage technique, drawing from remix cultures that will represent a mosaic in structure.

Mosaics ensure we do not evoke any specific cultural stereotypes. The mosaic is a theme used broadly by artists from the minimalist paintings of Mondrain to the political photo-art of Joe the Leftist Blogger[2], from the deeply embedded patternings in the dying art of the weavers of the northern Philippines to the sectiles applied to the walls of the Sumarians[3] in ancient times.

The mosaic, in form and structure, will be the primary visual metaphor referenced throughout MTWY.

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2 The War President,
  http://amleft.blogspot.com/archives/2004_04_01_amleft_archive.html#1081120874
  36221697
3 A brief history of Mosaic, http://www.dimosaico.com/pages/mosaic.htm

# Treatment

Title sequence. Establishes what the presentation is about and what people will gain from it.

SCENE 1 – ORIGINS AND PARTNERS

Identify the seven organisations, who have established an online partnership, towards the development of the MMTK, clearly demonstrating their commitment to strategic use of information communication technologies (ICTs).

The organisations are:

• Assocication for Progressive Communications
• Bellanet
• Fiat Panis
• IICD
• INASP
• Oneworld.Net
• UNESCO

Logos and images representing their work are represented here, the logos forming the base, or foundation of the mosaic that will be used throughout MTWY.

SCENE 2 – BUILDING THE MMTK

Throughout the presentation we are building an object. This may be in the form of a sculpture, a building, tower or temple built from a mosaic of smaller, graphic-based objects, each one representing a unique MMTK module.

In this scene we establish how the MMTK is created. Authors are commissioned to prepare individual training modules that contribute to the formation of the complete object.

SCENE 3 – USING THE MMTK

Sample training scenarios are created. The training objectives are identified and the MMTK supplies the individual components.

Objects are withdrawn from the central structure to create smaller, new forms and structures. These become individual, customised workshops/courses created in different contexts.

No matter how many unique combinations are created, the central structure remains sturdy. In fact, the more that are created, the stronger and more dynamic it becomes.

As workshops are completed, these objects break back down into their component parts, but before they return to the central

strucutre, they appear brighter, bolder. The central structure is in fact strengthened upon their return representing the results of feedback and evaluation.

## SCENE 4 – COPYRIGHT PROVISIONS

Reference is made to the Creative Commons (CC) Licence, perhaps scene grabs from either of the two CC Flash movies demonstrating how the work of the original MMTK authors can be further developed to improve upon, modify or customise and then shared.

## CREDITS

From funders to the production team. Largely comprised of text, some logos and perhaps production stills.

<div align="center">END</div>