Convergence:
Combining Print and Multimedia Design

An Honors Thesis and
Creative Project (HONRS 499)
by
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Abstract:

Traditional forms of media and story-telling are changing. Gone are the days where a story is limited to just newspapers or television because the internet has revolutionized the way the public retrieves information. By applying consistent, fluid designs that allow for all people to have access to the information and allow consumers to connect both products to one another. The combination of print and multimedia designs displaying similar information give consumers two different versions of the product. With different mediums, consumers can choose how to acquire the information they consider pertinent to their lives. Convergence is a practice of sharing and cross promoting content from a variety of media through newsroom collaborations and outside partnerships. Television stations, multimedia facilities, and newspapers are joining together to create conglomerates to disperse news to the public via different mediums. In order to capture this sense of convergence, my senior creative project for the Ball State University Honor’s College challenged my journalism graphics skills to combine traditional print and multimedia storytelling mediums via the Art Director position for The Ball State University College of Communication, Information, and Media’s 2002-2003 Annual Report.
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On a personal note, I would like to acknowledge my family. To my mother Cheryl Wilson, who without her love and devotion to drive for education and success, my goal to see this project to its complete fruition may have never taken place. To my late father, Thomas Brumbaugh, who always knew I had the ambition and drive to complete any task I faced, no matter who large or daunting it may be.
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In today's multidimensional society, specializations of publications has given the media a responsibility to distribute focused information, in accurate detail in different mediums while applying consistent, fluid designs that allow for all people to have access to the information and allow consumers to connect both products to one another. The connectivity arises due to consistency in the design and type of information covered in the different mediums. The combination of print and multimedia designs displaying similar information give consumers two different versions of the product. With different mediums, consumers can choose how to acquire the information they consider pertinent to their lives. Convergence is happening everywhere in media today. Television stations, multimedia facilities, and newspapers are joining together to create conglomerates to disperse news to the public via different mediums. In order to capture this sense of convergence, my senior creative project for the Ball State University Honor's College challenged my journalism graphics skills to combine traditional print and multimedia storytelling mediums via the Art Director position for The Ball State University - College of Communication, Information, and Media's 2002-2003 Annual Report.

After being selected to serve as Art Director of The Ball State University - College of Communication, Information, and Media's 2002-2003 Annual Report, I wanted to select a design to stood out as a whole entire package yet highlighted each department of the college. The purpose of the Annual Report is to communicate the countless impressive feats the college and its five departments have completed over the past year. As the Annual Report began to take formable shape in both traditional and multimedia forms, the design of both products had to intertwine with one another to create a cohesive look. The design samples, I studied used vivid photography to show their respective subjects using their various products and services. The
photographs were compliment with enlivening colors to give life to the pages. I wanted to incorporate both of these ideas into the piece.

As a reader examines the final piece in print and interactive forms, the five departments of the College of Communication, Information, and Media, or CCIM, secure visual differences by distinctive colors representing each department. The selection of red, orange, yellow, green, and blue were made because of their dynamic visual difference in hue and tones from the colors and the visual message each color portrays. The red of CCIM conveys the strength, force, power, and control the leadership in CCIM have in the many endeavors it undertakes as it leads the college on the path of convergence. The orange of the Center for Information and Communication Sciences, or CICS, communicates the graduate students’ endless drive to pursue education as the color exudes thoughts of invigoration, confidence, and courage. Represented by yellow, The Department of Communication Studies, or CS, illustrates the wise, quick witted nature of the students to perform verbal presentations by means of communicative, eloquent, speeches that are full of movement. The green hue for the Department of Journalism, or JOURN, represents the new curriculum changes that the department implemented during this academic year and display their commitment to growth and cooperation with the convergence movement. The Department of Telecommunications, or Tcom, earned a blue tone for its ironic twist on what subject the color tends to represent in our culture, emotions. Over the past year, with coverage of news events, telecommunications professionals have had to deliver expressive stories without letting their heartstrings be pulled in the process. The text of the book took on a white hue to show their truth, sincerity, and purity behind the written words and messages that represent the mission of CCIM and its commitment to convergence. The background of the book took on a black hue.
to highlight the bright and exciting events that have been taking place within CCIM and its departments. As the reader flips through the book, the colors continue to repeat in order to connect the five departments and how their combine to form the entity that is the College of Communication, Information, and Media.

The cover of the entire book as well as the sections incorporate an iconic image of Beneficence. I wanted to include an image that represented Ball State University within the publication, but did not want to use buildings because of their odd, sometimes cumbersome shapes. The Shafer Tower is a new campus symbol, but it not recognizable on a large, national scale at this time. The image of Beneficence fuses together the university and CCIM. On each section cover, the image was placed on the distinctive color background to unite the specific department to CCIM and thus back to the university. Including the CCIM phrase and the words Ball State University further advance the connection of the three entities.

The photographs from the piece capture the most important things that are essential to the success of CCIM, the people who work here and learn here. Without the faculty, staff, and students there would be no system of education here at Ball State. As CCIM sets out on the forefront of convergence media, seeing who these people making strides in the industry and what they are doing to make an impact will speak volumes to others around the country. As the Annual Reports goes out to other universities they will study this piece to see how to conform their programs to the system that Ball State has established this past year. As the project got into the middle stages of production, there came an unexpected snag. The photographer for the project quit. This left the editor and myself in a bind, but opened a door of opportunity for myself as Art Director to use my creative skills to finish the remaining photographs and illustrations.
On the page titled, "The Screen is Talking to Me!" the program had not yet begun. The ISeeTv program will allow students to interact with medical professionals via computer and television to receive preliminary diagnosis and ask health questions. The upper and lower illustrations show medicine prescribed by physicians on television screens to convey the message that students will be able to interact with doctors and nurses via media devices to get health information. The two center images use the traditional Caduceus medical symbol with a combination of the colors from the piece.

On the page titled, "Digital Storytelling Degree Encourages All Students to Show Individual Expression," uses technological images on a multi-colored background. The images of the floppy disk, computer, and CD-ROM were created in PhotoShop after using base images to trace new objects. The program will use a variety of technology mediums including computers, audio, and video to tell traditional stories in both traditional and new ways.

The Global Media Network pages provided a challenge as the photograph on the top left page was the only photograph that showed the students at Ball State visually interacting with students in South Korea. As a way to visually show readers at a quick glance the other countries that are participating in the Global Media Network, I decided to incorporate the icons of their respective flags into the layout. I traced images in Freehand, created five original images, and exported them into the InDesign file. The flags allowed me to use my informational graphics background during this graphic design project. The photo on the top of the Korean Cuisine and Culture page was an idea that came to mind after I found out there were no photographs of the actual linkup with the students from the two countries. The editor of the project and myself purchased Korean and American food to create the photo illustration shoot. I
wanted to create a feel that the meaning of the photo was the connection of South Korea and America. If you take a close look at the globe, it is positioned with the Pacific Ocean being the only visible portion of the globe, representing the area that connects the countries, as well as, the food.

Another photo that takes on the same idea as the Korean Cuisine and Culture idea is the Magazine Design Class display of some of the magazines from the class. The text informs the reader about the discussion and observations that faculty participated in during the year. Rather than focus on one particular magazine, I wanted to highlight several of the magazines from the class. I choose to show the covers as when a reader would view at the photograph, many of these magazines have a newsstand look and could easily be mistaken for “a real magazine.”

In addition to the many photo illustrations, I also had to shoot several events to capture images for the piece. The Communication Studies section was the section that needed the most help. As we anticipated the photographer to attend many speech and debate teams events we were left to take photographs of students from a variety of entry level classes and debate team practices. While not up to the professional standards of the photographs taken by our professional photographer and Ball State University Photo Services, the photographs do capture speakers in the environment of giving presentations. The photographs show the vivid presentations and display the abilities and talents of students in the program. Rather than record images from speech and debate events, the photographs for these were replaced by a preparatory practice for the National Forensic Association’s National Conference that was held at Ball State in April 2003. Being able to work with the subjects to capture the photographs was a new experience for me as a designer and art director, but it was well worth the time and effort. In taking the photographs, I learned how to operate
a digital camera and how to use light and angles in taking photographs. As a designer, you always wish you had been there to see what opportunities might have been missed. However, if you are the one taking the photographs, then you know what type of images you want.

Once all of the art, images, and text were in place for the pages containing these elements, the last things that were left were the quote pages and faculty recognition and accomplishment pages. The quote pages needed to be spiced up a bit. One of the big uses of the CCIM Lilly Grant is the use of the letter "I" attached to various words. As I began to look at the quotes, the word "iThink" came to mind and worked great with the idea that these quotes are what the students think about the departments which have given them so much as students. Originally, the faculty recognition and accomplishment sections were to be combined into another section, but after deliberating with the editor and Dean Scott Olson, we decided to include the names within each respective department. The layout of the book made it easy access to find each individual department’s recognition and accomplishments rather than search through one long list of names from four departments.

Once the print version of the Annual Report was complete, the second half of the project came into play. In the back of my mind, I was constantly thinking about how I wanted to transfer the book to a multimedia and interactive web-based form. I wanted to keep the same style with the online version, but not lose the sectional approach that the book presented to readers. As I began to try different ideas, the flip book of JPG images from the book with interactive arrows to move the viewer forward and backward was the approach I took to present the Annual Report online. To begin the process, I exported all of the InDesign files as PDFs. Once in PDF format, I opened each individual page in PhotoShop and changed the format to JPG. The JPGs are of
maximum quality to ensure the photographs retained their original visual resolution and readers online can still easily read the text. The flipbook approach remains interactive because the viewer can move forward and backward in each section and can switch easily from section to section. I added the faculty recognition and accomplishment section to the online piece because if that is the information you are looking for it is easily packaged together, as well as, within each respective section. However in the print piece, it would not be economically sound to duplicate those pages, but the web offers "an unlimited canvas" to present information.

To complete the online portion of the Annual Report, I used a combination of GoLive and DreamWeaver to complete a variety of tasks. One of these tasks was the creation of a hotspot when you click on a portion of Beneficence on the index page and are transferred to the frameset for CCIM Annual Report Web site. Another task to create cohesiveness to the online piece was the colored rollovers of the six section buttons and the interactive forward and backward arrows. The rollovers show the viewer that clicking on these images will further enhance their experience at the site.

Everywhere you look convergence is taking place in media around the country and across the globe. Interaction between television, multimedia, and newspapers is creating exciting and new possibilities to cover the same material in a variety of ways. To capture the essence of the movement, The Ball State University - College of Communication, Information, and Media’s 2002-2003 Annual Report took two different approaches to display the information by utilizing similar design tactics for viewers to relate the two mediums. By examining the final print and multimedia versions of the Annual Report, convergence is a concept that will continue to revolutionize media.