

## **Multimedia Communications** <sup>[1]</sup>

The OUC's FPBS Media team works on creative solutions to the communication challenges of a noisy world by embracing **design as a rigorous creative process**.

Design is more than picking out colors and decorating. It's **working to deeply understand the needs of users** with problem solving. This isn't prescriptive: we are always exploring **new formats and techniques** for reaching our audiences more effectively.

In FY 2016, FPBS Media began embracing these new formats and refined techniques to take our communications to a new level.

*“Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.”*

*? Donald A. Norman, The Design of Everyday Things*

### **Motion Graphics**

Animation allows us to combine color, composition, pacing and sound design to tell a story or visualize data. The result is media that has a greater impact on our audience. FPBS Media has used motion graphics effectively to **lead change and manage expectations**, as seen in the FPBS examples, below.

#### **Key benefits of Motion Graphics**

- Bring messages to life with vibrant animation
- Clarify complex concepts visually
- Command a wider attention of the audience.

#### **Examples of FPBS Motion Graphics**

- [What To Expect With FIN 9.2](#) <sup>[2]</sup>
- [Updates to CU Resources](#) <sup>[3]</sup>
- [What Makes A Good Attachment?](#) <sup>[4]</sup>
- [Ecomm Overview](#) <sup>[5]</sup>



## Screencasts

Learning resources benefit immensely from thoughtful design. With a screencasting tool like ScreenFlow, even simple “How-To” videos of the Finance System (FIN) come to life with dynamic zooms, highlights, and transitions. CU’s FIN users **prefer screencasts to traditional PDF guides** when they want to learn how to do something.

### Key benefits of Screencasts

- Show, not just tell, when demonstrating concepts and processes
- Clarify finer details of a process or concept with using zooms, crops and highlights
- Fast to create & easy to share, embed, email, link to

### Examples of FPBS Screencasts

- [Menu Search](#) <sup>[6]</sup>
- [Viewing Attachments](#) <sup>[7]</sup>
- [Setting Up Journal Entry Spreadsheets](#) <sup>[8]</sup>
- [Personalizing Journal Entry Line Display](#) <sup>[9]</sup>

# Webinars

Webinars are a powerful format for reaching a bigger audience in a more flexible way. For FBPS webinars, we strive to ensure they aren't just good presentations, but that they are **interactive and polished online events**. FPBS Media surveys webinar-watchers: our webinars are consistently rated as **"better than other webinars."**

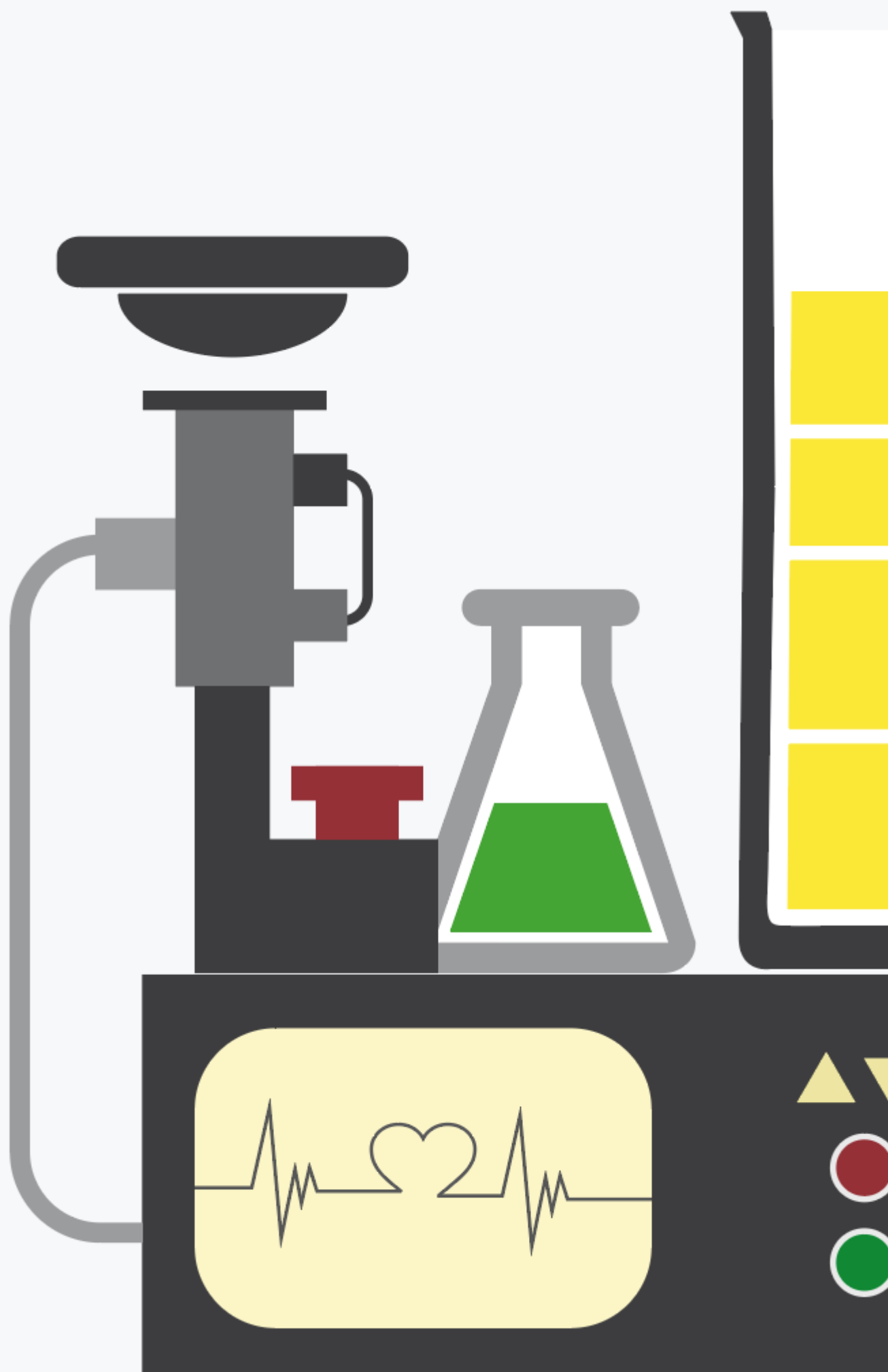
## Key benefits of Webinars

- Attend from anywhere- no room scheduling or capacity concerns
- Interactive tools like polls, Q&A, chat
- Record and share archives
- Post-production: edit and repurpose recordings for other media uses

## Examples of FPBS Webinars

- [Journal Entries Webinar](#) <sup>[10]</sup>
- [FIN 9.2 Overview Webinar](#) <sup>[11]</sup>
- [OUC Town Hall](#) <sup>[12]</sup>

## FPBS Media Lab



We are constantly exploring innovative ways to communicate more effectively. Like implementing H5P content in our CU System website so we can interact with users in a new type of online instruction.

## Interactive H5P Examples

- [What Is The Header Hotspot](#) <sup>[13]</sup>
- [Journal Entry Status Drag 'n Drop](#) <sup>[14]</sup>
- [Completing The Header Fill In The Blanks](#) <sup>[15]</sup>
- [Journal Entry Process Interactive Video](#) <sup>[16]</sup> (make sure you watch for a few minutes to get the experience)
- [Completing the Header Question Set](#) <sup>[17]</sup>
- [Debit / Credit Dialog Cards](#) <sup>[18]</sup>

### Groups audience:

Controller

**Source URL:** <https://www.cu.edu/controller/multimedia-communications>

### Links

- [1] <https://www.cu.edu/controller/multimedia-communications>  
[2] <https://www.cu.edu/controller/elevate/whattoexpect> [3] <https://www.cu.edu/controller/elevate-fin-updates-cu-resources> [4] <https://www.cu.edu/controller/fin-92-how-what-makes-good-attachment>  
[5] <https://www.youtube.com/watch?v=y4XKJE1YgTA> [6] <https://www.cu.edu/controller/elevate-fin-92-how-menu-search> [7] <https://www.cu.edu/controller/elevate-fin-92-how-viewing-attachments>  
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