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Multimedia Communications [1]

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 [2]
- Updates to CU Resources [3]
- What Makes A Good Attachment? [4]
- Ecomm Overview [5]



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 [6]
- Viewing Attachments [7]
- Setting Up Journal Entry Spreadsheets [8]
- Personalizing Journal Entry Line Display [9]

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**."

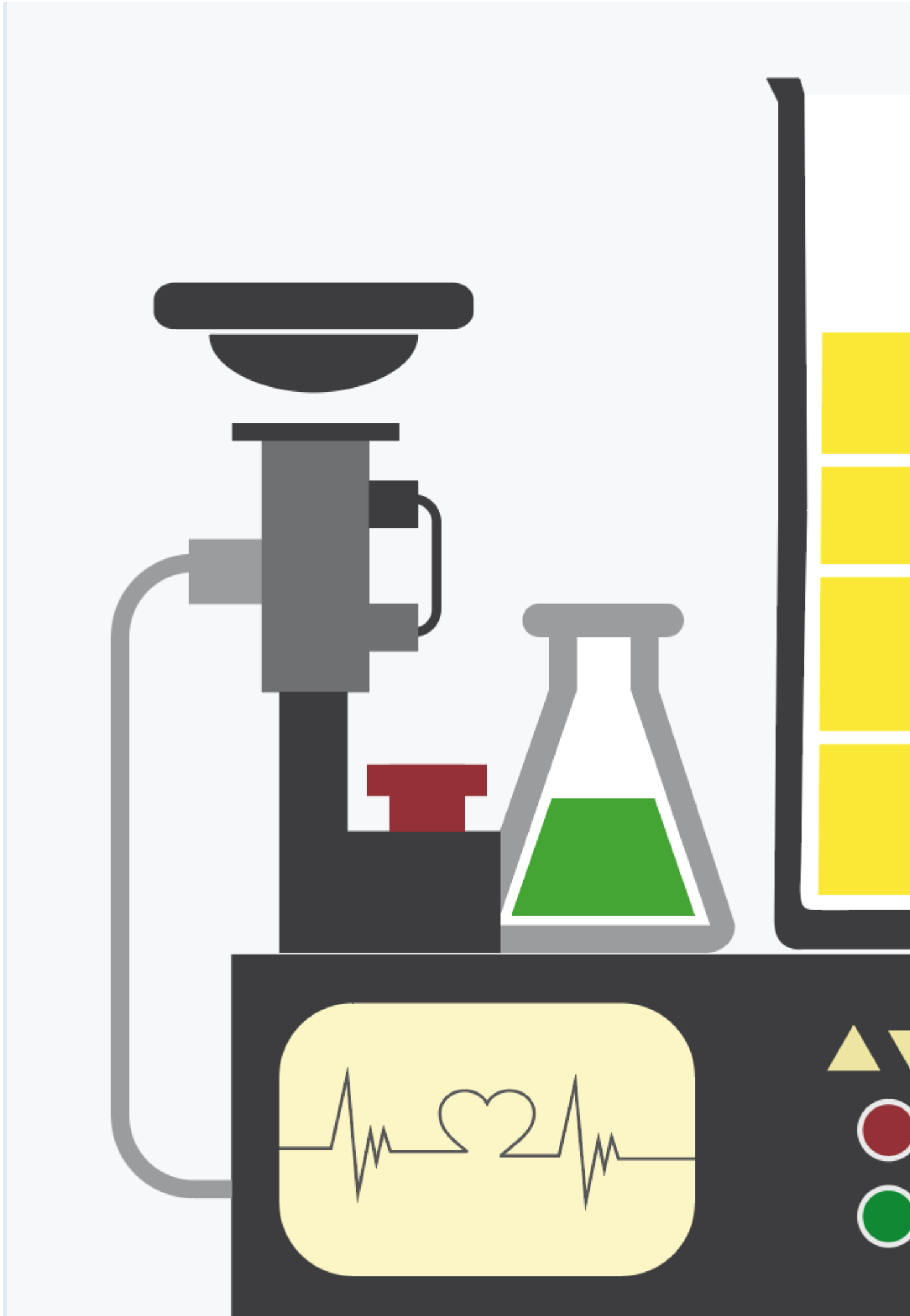
Key benefits of Webinars

- 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 [10]
- FIN 9.2 Overview Webinar [11]
- OUC Town Hall [12]

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

Groups audience:
Controller

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

Links
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