Plurality of MM Development Roles

- **Management**
  - Executive Producer
  - Producer
  - Project Manager
- **Design**
  - Creative Director
  - Information Designer
  - Interface Designer
- **Production**
  - Artist
  - Programmer

Development Process

- Proposal → Contract → Design → Prototype → Acceptance
- Debugging → Testing → Production → Evaluation → Final product

Categories of MM Applications

- **Advertising**
  - Presentations
  - Marketing tools
- **Education**
  - Courseware
  - E-books
  - Simulations
- **Entertainment**
  - Consumer titles
  - Kids’ books
- **Varia**
  - Custom productions