

DEVELOPMENT OF AN INTERACTIVE CD-ROM CONTAINING AN INTERACTIVE COMMERCIAL AND SHORT VIDEO CLIP FOR ‘THE FRIENDS CAFÉ’

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ABSTRACT

This project addresses issues on an interactive television commercial (TVC) to advertise a café. For the investigation, the techniques of video shooting and the editing techniques and tools will be studied. The creativity for designing the interface for the interactive CD-ROM is also considered. The content of the TVC is mainly about the environment of the café and their variety of foods and beverages. By shooting this video commercial, we can actually let the user of this system to know more about the café. Besides, the user can also interact with the interface of this interactive CD-ROM. Users can choose what they want to watch from the selection of alternative choices.