

DEVELOPMENT OF MULTIMEDIA PRESENTATION OF BLUELINK INFORMATION NETWORK

REPORT

BlueLink developed multimedia presentation and additional representing materials, which were presented at the Balkan Cyber Teahouse in Rimini, Italy. The Teahouse took place in August 22-28 and was organized by Regional Environmental Center for South East Europe and L'Umana Dimora Association.

BlueLink's multimedia presentation was targeted to promote networking activities in the environmental field to several general groups according to their background: civil organisations, state institutions, donors, individuals interested in nature protection and sustainable development; and according to the users' status: active users, passive readers, and potential users.

The multimedia presentation consists of 3 content components – visual illustration, text description, and sound narrative and music.

The graphic design followed the typical BlueLink's design models and was further elaborated to add more style and figurative descriptiveness. The illustrative part kept some initial symbols for BlueLink as logo and colors, and used details from previous promoting materials, which proved to be successful and already recognizable for the public. The visual design was aimed to demonstrate the conceptual relation between human and nature and to interpret the work in Internet and e-networking as a sea voyage and navigation.

The text part pinpointed key issues concentrated on the way BlueLink operates:

- what is BlueLink in terms of mission, core activities, information tools and communication channels;
- what is BlueLink's role in the environmental community in Bulgaria and how e-networking alleviates and empower its work;
- highlighted achievements from BlueLink's experience in the e-networking field;
- services offered and training in strategic use of information and communication technologies /ICTs/;
- examples of good practices and campaigns led;
- media liaisons;
- regional cooperation and partnership initiatives,
- national and international recognition of BlueLink's efforts to promote sustainable development on the Balkans and worldwide.

The presentation was developed in a way to be easily recyclable for diverse purposes of BlueLink's promotion.

Based on the presentation's layout a poster was designed by the graphic illustrator to support the electronic performance. The printed poster contains the visual concept of the BlueLink's presentation and a slogan developed as a result of the presentation's content.

The finalizing part of the development was the production of CDs containing the multimedia presentation, which were technically set to be self-started after putting the disc in the CD slot of the computer. Labels were also designed and printed for the CDs.