

The first step in the two different lifecycles in Figure 2.3 is quite different. Several methods and techniques are used for managing and controlling software engineering processes, and the competencies needed are well defined, even if they differ slightly from methodology to methodology and from project to project. Multimedia development appeared to be a composition of three main processes, software engineering and what traditionally is regarded as content development. Implementation, installation and distribution are mainly concerned with programming and testing in an information systems lifecycle, which can be compared with production in a multimedia context. The software engineering process is about formalizing and coding the content and making it run as defined in the content process. Common software engineering techniques and development methods can be applied in the software process of a multimedia project. The aesthetic content often exists in non-electronic forms, so the main work of the content producers in a multimedia project can be to convert the original content to an electronic form. Results of the aesthetic development can be design of graphics, audio, photos, animations, text etc. The software engineering and the content development processes can start simultaneously, which is quite common in the computer game business, but normally the content part is planned and partly developed before the software engineering process starts. In information systems development, information and functions are in focus, while interactivity, navigation and possibly some kind of a story are emphasized in multimedia development. Each competence of the aesthetic production belongs to a discipline that has its own methods