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An Interactive multimedia presentation for the Department of Residence Life apartment area

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An Interactive Multimedia Presentation
for the Department of Residence Life Apartment Area

by
Maura R. Daly

A thesis submitted in partial fulfillment of the
requirements for the degree of Master of Science in the
School of Printing Management and Sciences in the College
of Imaging Arts and Sciences of the
Rochester Institute of Technology

May 1994

Thesis Advisor: Professor Frank Romano

School of Printing Management and Sciences
Rochester Institute of Technology
Rochester, New York

Certificate of Approval

Master's Thesis

This is to certify that the Master's Thesis of

Maura R. Daly

With a major in Electronic Publishing
has been approved by the Thesis committee as satisfactory
for the thesis requirement for the Master of Science degree
at the convocation of

May 15, 1994

Thesis Committee:

Frank Romano

Thesis Advisor

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George H. Ryan

Director or Designate

An Interactive Multimedia Presentation for the Department of
Residence Life Apartment Area at the Rochester Institute of
Technology

I, Maura R. Daly, prefer to be contacted each time a request for reproduction is made. I can be reached at the following address: 176
Arbordale Avenue, Rochester, NY 14610.

Maura R. Daly
May 19, 1994

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Abstract

As a Complex Director for Residence Life I have had to deal with many questions regarding life in the RIT apartment complexes. As an Editor I recognize the need for clear and easily accessible answers to commonly asked questions. This multimedia presentation should address both these issues.

Created was a presentation for students that are interested in renting an apartment on campus. Currently there is nothing available, beyond a pamphlet, to help them make an informed choice about where to live. This presentation will aid the Department of Residence Life in their impact on occupancy because it will state clearly the advantages of living in the apartments connected to the campus. This presentation is ideal for transfer students who are unfamiliar with what RIT can provide for its residents.

Included in the presentation are text, graphics, and a video describing the living accommodations and services offered to apartment residents. (Appendix A is a general outline of the presentation.) The Department of Residence Life has given their full approval and support to the project. Members of the department have evaluated the work, as it was completed, checking for accuracy and ensuring that the information is easily understood. While the presentation answers commonly asked questions it also re-inforces the idea that

RIT is at the cutting edge of technology. By creating a multimedia presentation for Residence Life we will show students that RIT is able to implement the current technology they have been learning about in the news.

This presentation was created primarily through the use of the program HyperStudio. This program was chosen because it is fairly easy to learn thus giving the Residence Life Department the opportunity to adapt the program quickly as changes occur in the information presented. In creating this presentation the computers in the Apartment Area office at Residence Life, a personal computer, and the IEPL lab were used.

The Department of Residence Life may not be able to use the presentation because of budget constraints. Recommendations for use and possible expansion have been included should the necessary funding become available.

Introduction

Purpose of the Study

A multimedia presentation and guide, for updates and revisions in information, has been created for the Residence Life Department of RIT. This presentation is directed towards eligible students (non-Freshmen) who wish to rent an apartment on campus. Currently there is nothing available, other than a printed brochure, to give prospective residents the opportunity to learn the advantages of living on campus in an apartment. There are no tours, and there is little assistance available for students who ask questions. This presentation is similar to a walking tour of all four apartment complexes, with a section devoted to each complex. It will aid the Department of Residence Life in its impact on occupancy of the apartments. It is ideal for transfer students who are unfamiliar with RIT and what is offered to those living on campus.

Who Might Benefit From This Study

This presentation will give a parent or incoming eligible student the opportunity to sit down and look at the various apartment complexes while also learning the advantages of living on campus. It is not a substitute for Residence Life personnel, but currently there is no way to look at the apartment complexes before signing a Rental Contract. For those students who already live in the apartments it will answer basic questions about transferring and vacating apart-

ments as well as listing the opportunities provided by RIT to apartment residents (i.e. the shuttle service.) For residence hall residents it will give an idea of what types of apartments are available in the different complexes.

The campus is faced with retention and enrollment problems and this presentation will show prospective students that there are distinct advantages to living on RIT's campus. At the same time it will show the prospective resident that RIT is at the cutting edge of technology and this technology is available to its students. Multimedia presentations are becoming more prevalent in corporations and with the advent of the information superhighway we will see increasing opportunities for interactive programs. By placing such a presentation in the Residence Life Department we will be sending the message that RIT is still among the best and most up-to-date technical and educational institutes.

Holding an assistantship with Residence Life as a Director of two of the four apartment complexes has provided the training knowledge about the policies and procedures necessary to create a presentation for this department. Also given was the full support of the Department of Residence Life in creating this presentation. Apartment Management has also expressed an interest in receiving a duplicate copy of the presentation for potential use in their offices.

Reason for Interest

This project interested me for several reasons. It gave me the opportunity to provide a customer service to those who are unfamiliar with Residence Life. I have worked in the RIT community for a year and my understanding of the department can be shared. I like the different options the new technology available to us gave me when I was creating a presentation that will be used by others. As an editor and a writer I feel that I can transmit my thoughts and knowledge clearly through text and graphics. I believe that anyone using this presentation will learn something about RIT as a whole and Residence Life in particular.

PROCEDURE

HOW THE STUDY WAS COMPLETED

In order to complete the multimedia presentation the program HyperStudio was used. In the Apartment Area office, and the adjoining office, the free use of computers was given. Also used was a personal computer to complete this project. The scanner in the IEPL lab was used for any scanning. With the Multimedia Presentation class there was access to any additional equipment that was needed to complete the project. Through this class the video was converted into a Quicktime movie that was incorporated into the presentation. Photoshop was used in order to manipulate and correct any photos that were used and Microsoft creating and correcting any text.

EVALUATION

In order to gauge the success of this presentation the Department of Residence Life offered their assistance. They are willing to set up a station in their office lobby (in Grace Watson) dedicated to this presentation. Members of the department took an active part in reviewing the presentation as it was completed, to ensure that the department was well represented. The guide created will facilitate the updating and revising of the presentation.

CONTENTS OF THE THESIS

RESULTS OF THE STUDY

The goals that were set were accomplished. The presentation is easy to use and easily understandable to those who are unfamiliar with the current technology available to us. The presentation is easy to navigate because the instructions are clear at each screen. There is consistency throughout the entire program allowing the user to move forwards and backwards through the program without getting confused. The information contained in the presentation is crucial and, until this presentation was created, there was no one place where prospective residents can receive all of this information. By bringing everything together at once the decision making process for prospective residents was simplified.

Now there is something for prospective apartment residents to go through before they make a decision about their living arrangements. Everyone should be well informed and educated before they make an important decision. Choosing a place to live will potentially have an impact upon academic success. By creating a presentation that gives the opportunity for someone to learn about what is offered in the campus apartments students will be better able to make an informed decision.

This presentation may not be as successful as it could be in helping Residence Life to increase enrollment and retention if it is underused. Currently Residence Life does not have a large enough budget to justify setting up more than one terminal in their lobby to use this program. This presentation has the potential to be compressed and sent out as part of the information packet that Residence Life mails to those inquiring about living on campus. Its success would also increase if it were mailed out with academic information sent to graduate students or those students accepted as transfer students. A time when this would occur is not foreseen because of the lack of communication among departments.

CONCLUSIONS

STUDENT'S CONCLUSIONS

From the results the conclusion can be drawn that, although the Department of Residence Life has many resources, it is not in a fiscal position to implement all the recommended changes. The presentation was successful in its attempt to convey information but it is, as yet, uncertain how many prospective apartment residents will view it.

ADDED VALUE OF STUDY

This presentation has added a resource to the Department of Residence Life. The department no longer has to rely upon a single printed brochure to convey information to prospective apartment residents. The information included in the presentation can not be found at one source anywhere on campus. There are many offices, clubs and organizations previewed in the presentation, allowing a viewer to sit in one place and learn about RIT.

FUTURE STUDIES

For future studies it is feasible to expand the current presentation. There is potential for expansion of this presentation within Residence Life and across campus. Residence Life could expand the presentation to include the residence halls. Then, a way for students to look at all of their housing options at once would be realized. Com-

monly asked questions would be answered by an easily accessed program and Residence Life could assist more than one or two people at a time. When students are waiting to take a tour through campus they could sit down for a few minutes and get a preview of what the campus is like. Then, when they are on the actual tour they would be better prepared to ask questions.

Across campus there is potential to create a presentation for each department. Then prospective students could be mailed a floppy disk of what is available for them at RIT. Each disk could be designed with a specific student's needs in mind, only including that information that they have requested. Almost everyone has access to a computer terminal, whether they have their own computer, one in their school system or at their local library. Hard copy would still be available but, if offered as an option, potential students could request the information on floppy disk.

From an economic point of view this does not necessarily have to be an expensive prospect. Information is constantly changing here at RIT and it can only be updated in the catalogues every year or two, not as events and information changes. On a computer system implementing changes is easy and quick. Every time something is sent out it would be the most current information available, not something that went to press nine months previously.

Trademarks

HyperStudio is a registered trademark of Roger Wagner
Publishing, Inc.

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trademarks of Apple Computer, Inc.

Microsoft Word is a registered trademark of the Microsoft
Corporation.

PhotoShop is a registered trademark of Adobe Systems, Inc.

APPENDIX A

A GENERAL OUTLINE

OPENING SCREENS

CLICK
ANYWHERE
ON SCREEN
TO START

BLANK
(BLACK)

WELCOME TO

WELCOME TO
RESIDENCE

WELCOME TO
RESIDENCE
LIFE

WELCOME TO
RESIDENCE
LIFE
(CLICK TO
CONTINUE)

OPENING SCREENS

SOLAR SYSTEM

WORLD

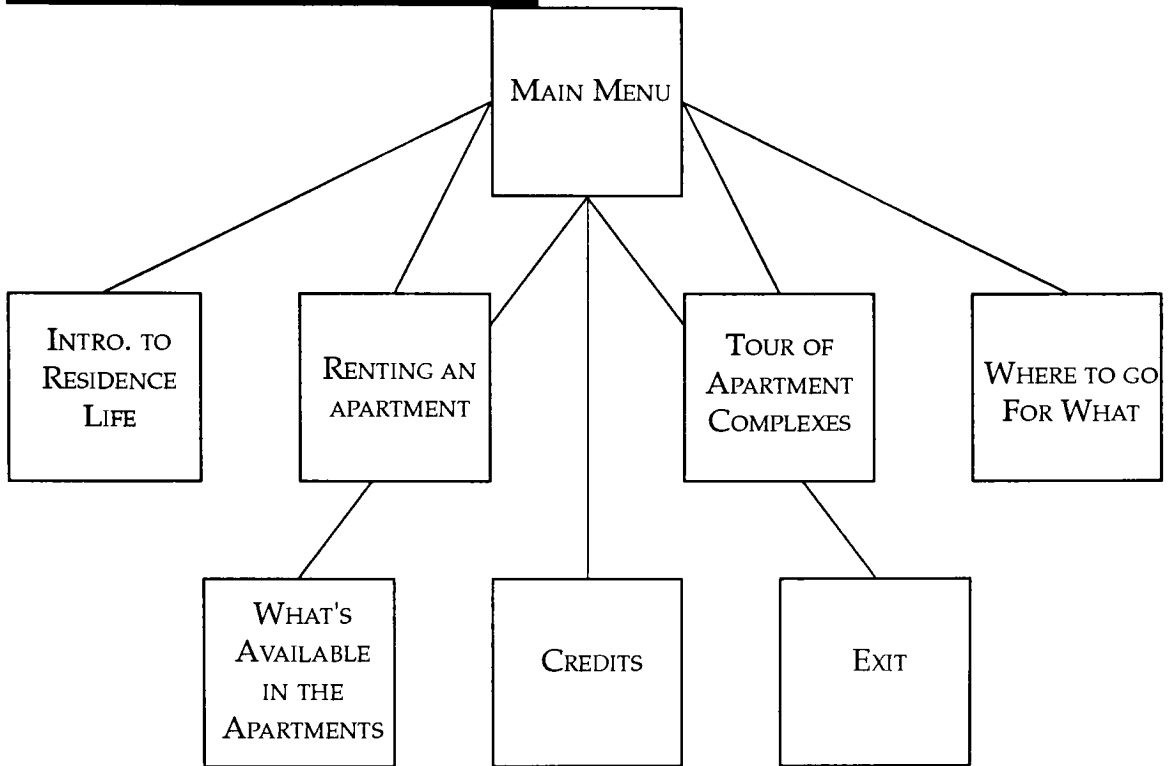
NORTH
AMERICA

USA

WELCOME TO
RIT

HOW TO USE
PROGRAM

MAIN MENU



INTRODUCTION TO RESIDENCE LIFE

INTRO. TO
RESIDENCE
LIFE

INTRO. TO
SECTION

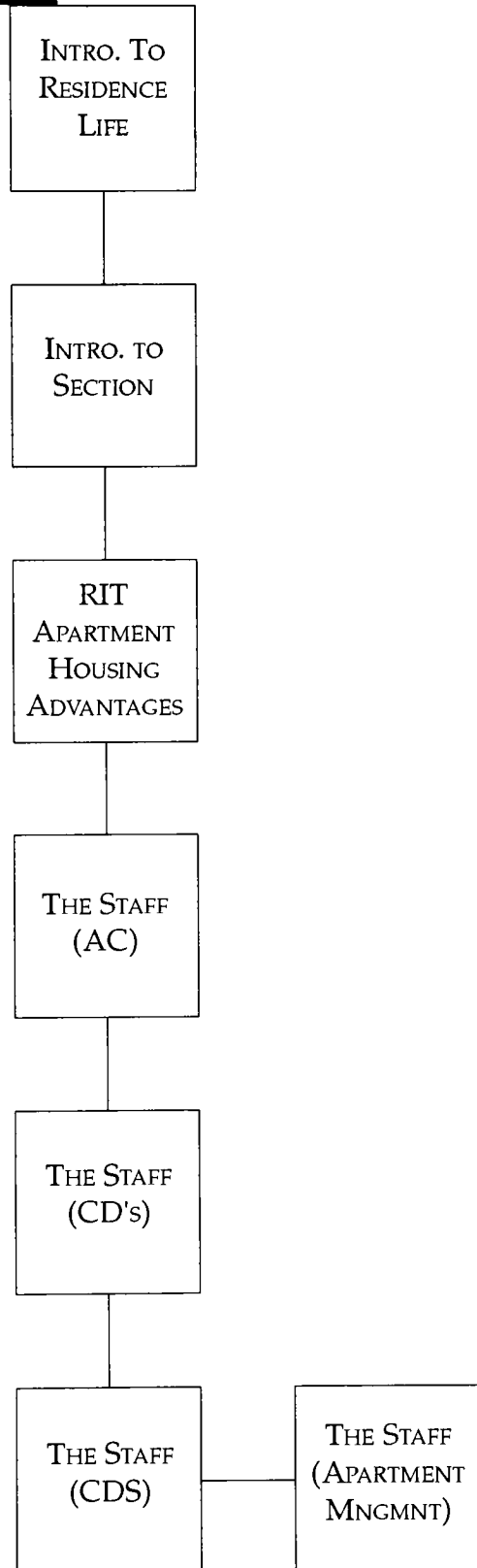
RIT
APARTMENT
HOUSING
ADVANTAGES

THE STAFF
(AC)

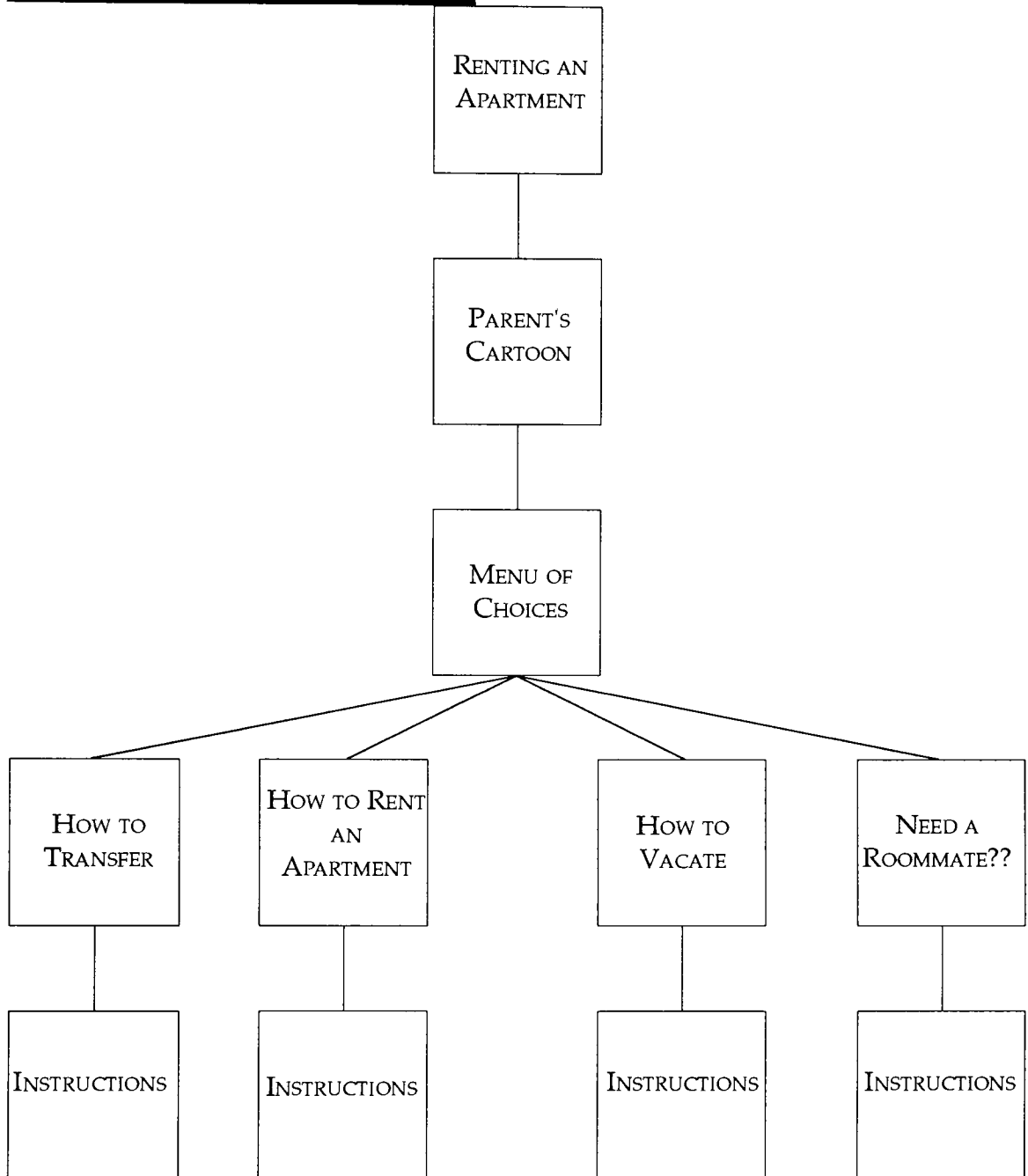
THE STAFF
(CD's)

THE STAFF
(CDS)

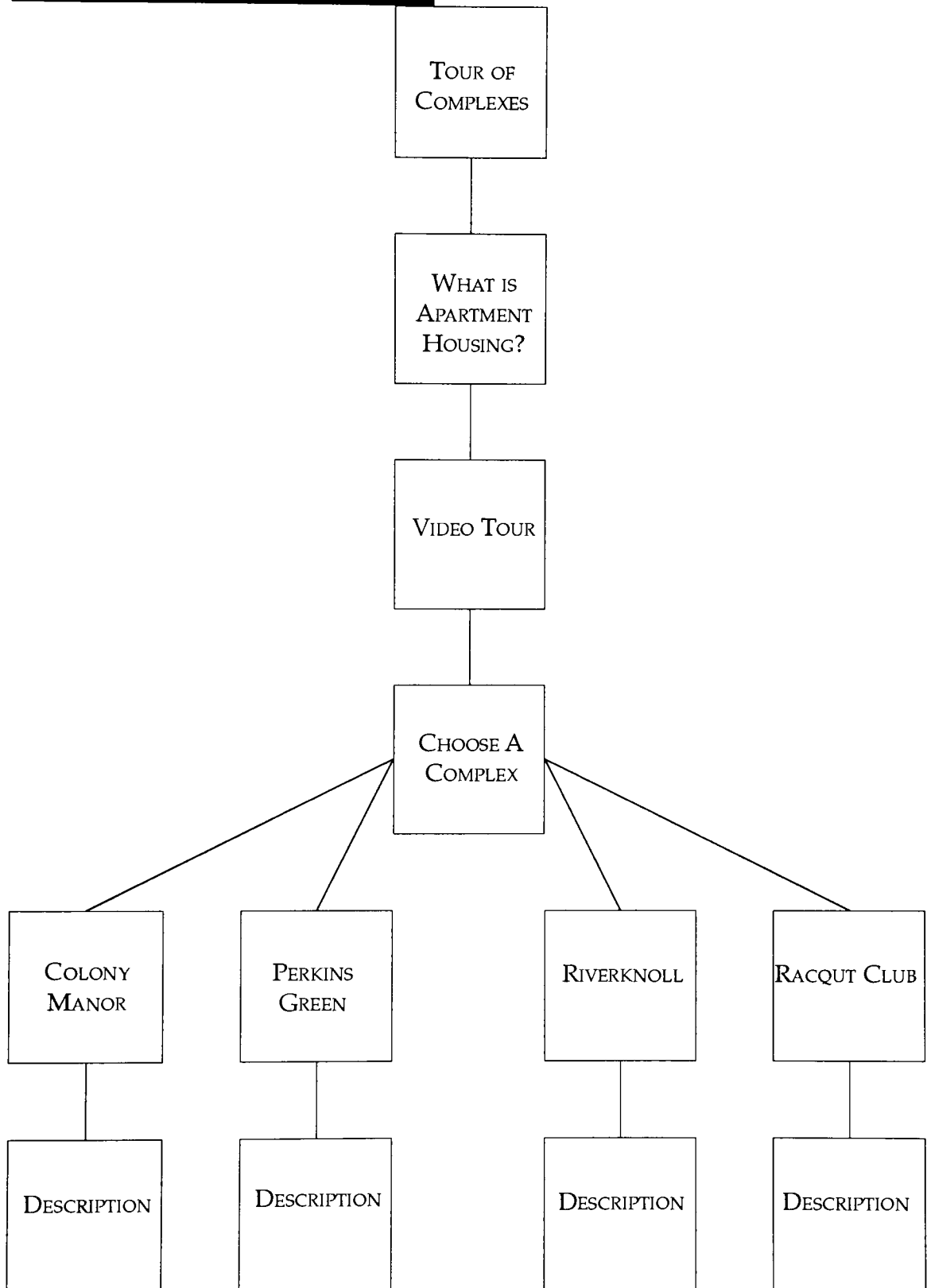
THE STAFF
(APARTMENT
MNGMNT)



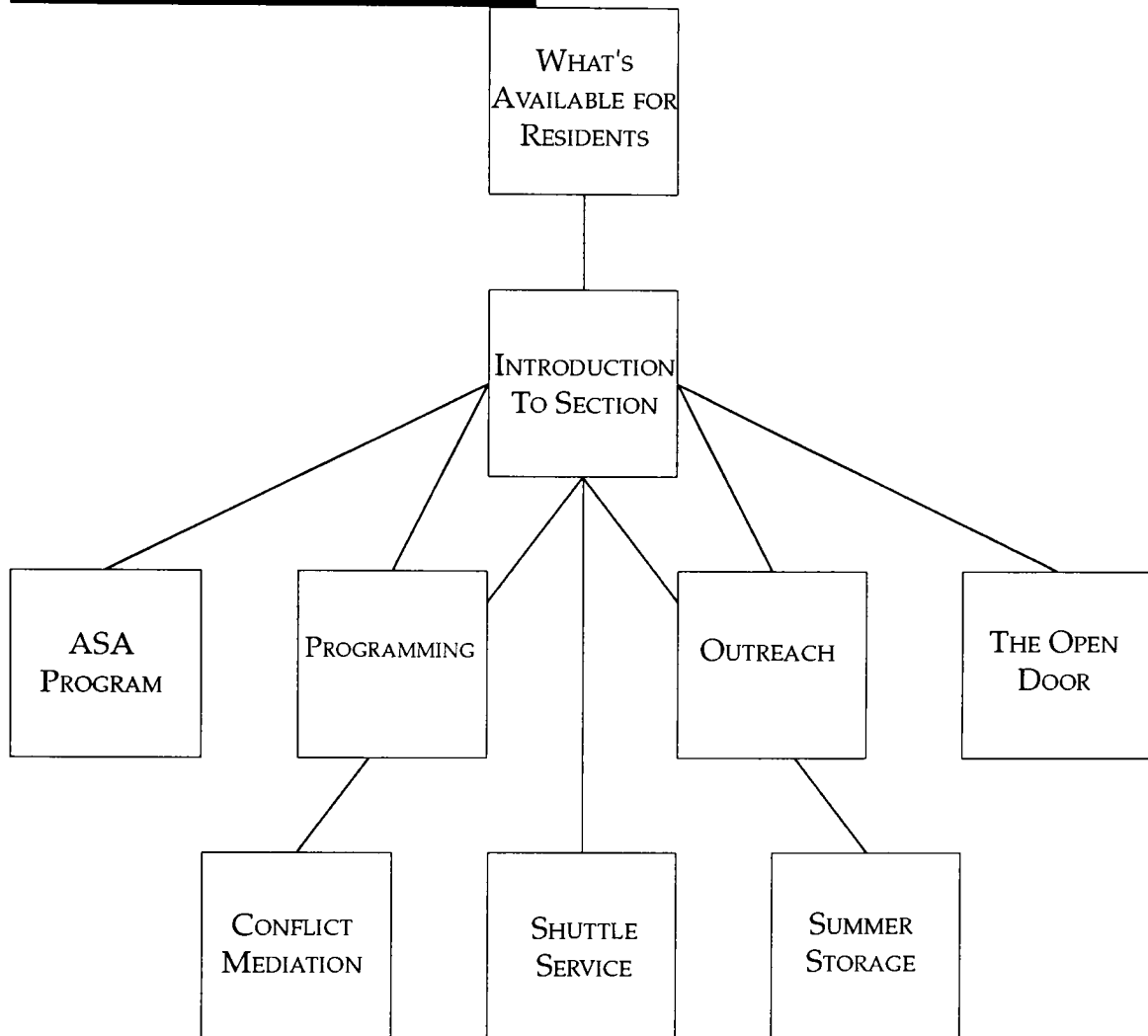
RENTING AN APARTMENT



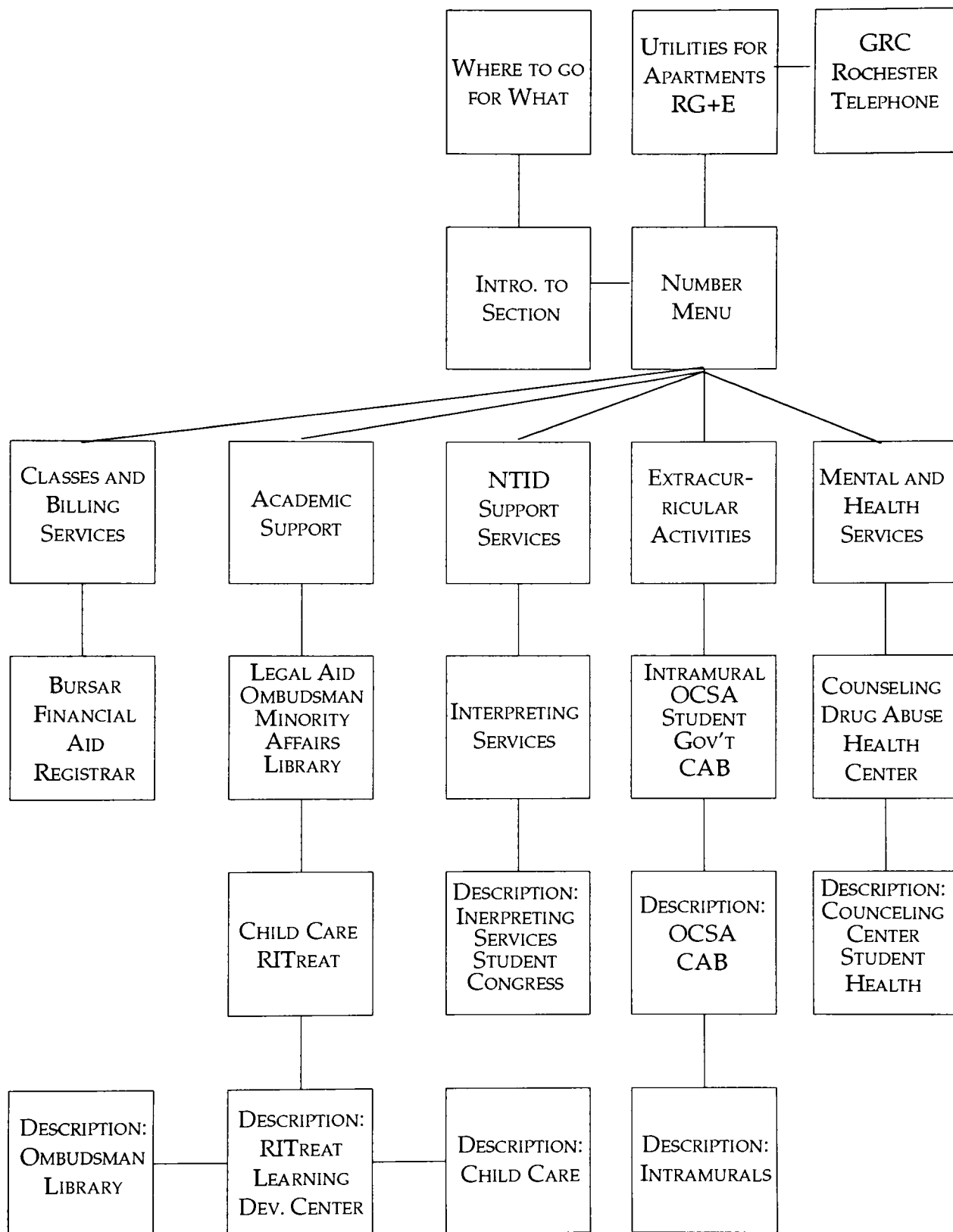
TOUR OF COMPLEXES



WHAT'S AVAILABLE FOR RESIDENTS



WHERE TO GO FOR WHAT



CREDITS

CREDITS

MS THESIS
THANKS
AUTHOR

APPENDIX B

A GUIDE FOR UPDATING

WELCOME TO RESIDENCE LIFE

**A GUIDE TO THE CREATION OF THE
INTERACTIVE MULTIMEDIA PRESENTATION
CREATED FOR THE
DEPARTMENT OF RESIDENCE LIFE
WITH SUGGESTIONS FOR UPDATING**

**WRITTEN BY:
MAURA R. DALY**

MAY 1994

PREFACE

This guide is to be used with the multimedia presentation developed for the Department of Residence Life Apartment Area; it is supplemental information specifically written for the presentation created by Maura R. Daly. It is not to be used in place of the manual that comes with the program HyperStudio. The purpose of this guide is to explain the reasoning behind some of the choices that were made by the creator in order to help facilitate the ease of updating the actual presentation. It is designed for members of the Department of Residence Life not for the general viewers and users of the multimedia presentation.

Attached, as Appendix A, is a detailed outline of what the presentation contains. References will be made to certain sections found in this Appendix detailing the composition of each screen as the reader progresses through this mini tutorial. It is suggested that the reader familiarizes themselves with the Appendix before progressing through this guide. This guide is designed to assist in the updating of the program, not to teach the reader how to use the presentation or how to use the program it was created with.

There will be thirteen sections to this booklet, each detailing a different part of the presentation. The first section will deal with generalities, things that are consistent throughout the entire presentation. Each section thereafter will look more closely at each part of the presentation; included is a glossary of commonly used terms. Finally, there will be a section on recommended changes and possible ways to expand the presentation.

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GENERAL INFORMATION

USAGE OF SOUND

There are not many sounds used in this presentation due to the deaf population that resides here at RIT. For this reason, when activating a button, the box will be highlighted in order to show that a command has been made.

As much as possible graphics and sounds were taken from what was supplied with the HyperStudio program in order to make updating and alterations easy. Also, when creating a presentation, HyperStudio does not embed the sound or graphic within the presentation. Every time that particular element is used the program goes to its files to look for it. Therefore if an element is used that is not included in the HyperStudio program it must be stored, transferred and included with every copy of the presentation.

BROCHURES

I would recommend that, next to the terminal showing the presentation, there be brochures available. One listing the numbers and addresses of the offices and organizations included in the **Where to go for What** section, one having maps of the campus and the current brochure on the apartment complexes. Then, the viewers would have their impression from the presentation but they would have something to carry away with them to refresh their memory if they needed to make a decision after time has passed.

HYPERSTUDIO PLAYER

HyperStudio allows someone to view a presentation without being able to make any alterations to it. The creator of the presentation can do this by locking cards and/or by using the HyperStudio Player. With the Player the viewers are allowed access to everything that was created in the presentation but they are not given any way to implement changes and save them. This is convenient because accidental mistakes will not be made and no one, except those with access to HyperStudio, will be able to change and update the program. This will also prevent tampering and mischief from occurring.

BUTTON COLOR

Many of the buttons will fade to the background color once activated. This allows for smoother transitions between screens. Those buttons that do not fade to the screen color fade to white. A color can be chosen when creating a button by choosing a background color when the creator is choosing the shape and name of the button. It is most helpful when creating invisible buttons.

EXITING

At each screen the viewers are given the choice of returning to the Main Menu, Exiting, returning to the Instruction Screen, or moving through the section that they are currently in. By Exiting they will return to the Welcome to Residence Life screen. There is no way to exit HyperStudio without quitting the entire program.

STYLES

In each different section there are specific styles that are chosen and kept consistent throughout the section. This includes, but is not limited to, text colors, fonts and sizes, background colors and button shapes. The fonts chosen are among the original thirteen fonts created that come with every Macintosh computer. This was done to ensure that, should the presentation be transferred to another system, the text would remain the same.

READ ONLY

In each text box the instruction 'Read Only' has been chosen. In order to change any of the text the user must de-highlight this area.

HYPERSTUDIO—A BRIEF INTRODUCTION

This presentation was created using the program HyperStudio. This program was chosen because it is easy to use and learn. Then, when changes are needed because information has changed, members of the Department of Residence Life will be able to go into the original program and make those changes. Although this guide is not a substitute for the actual HyperStudio manual it was thought valuable to include a brief explanation of what HyperStudio can do.

HyperStudio is a software program that allows the user to easily create multimedia presentations or stories. It is recommended for ages seven to adult, so even the youngest kids can successfully create using this program. It allows the user to integrate text, sound, video, graphics and animation on a single screen. By attaching buttons to a screen the viewer can direct the presentation to different screens.

A single screen is a card, a series of cards are a stack and multiple stacks can be created to make a presentation. It is recommended that many stacks be created rather than one large one because of the memory requirements. Buttons are used to give the viewer different options. Once activated they will take action and 'something' will happen. Whether this action is a sound, a movement, or a screen change is up to the creator of the presentation. Buttons can be in the form of icons, graphics, or they can be invisible, possibly wrapped around a text box.

The options given to the creator are only limited by their imagination and talent. Sound can be taken from CD's, photos and videos can be used and the text capabilities are unlimited. The best way to learn how to use HyperStudio is to sit down for a couple of hours and play. Once the potential user of HyperStudio understands the basics of how to compose stacks they can move on to create presentations. The more extensively one uses the program the better they will be able to utilize all of its capabilities.

WELCOME TO RESIDENCE LIFE

In this section there are six cards, six text fields, six buttons and no graphics. by linking a series of cards with "Magic Buttons" the viewer is given the impression that words are "appearing" on the screen. Once the viewer has reached the "Welcome to Residence Life" screen the must again "Click Anywhere" to proceed. The button covers the entire screen and once activated it goes immediately to the section entitled "New Opening Screens." In this stack the screens flow one into the other with no audience participation. This is done by creating "Magic Buttons" on each screen which automatically activate themselves after a designated amount of time. The stack starts out with a picture of the Solar System, moves to a graphic of the World, then North America, the USA, and finally RIT. This arrangement was chosen with the idea of showing that RIT is not just a school in New York State but we have students from all over the world with interests in many different disciplines. These pictures were taken from the files in HyperStudio.

After the last screen showing RIT, the screen fades and reopens as the Instructions screen. Here the viewer learns how to use buttons and how to move through the program. This screen was created with one card, two buttons, five text fields and three graphic objects. Again, there is a button that covers the entire screen and, when activated, sends the viewer directly to the Main Menu.

MAIN MENU

The Main Menu section is only one card with one text field and seven buttons. From this screen the viewer can chose where to go. Each option is an individual button and, when activated, will send the viewer to the appropriate section. This menu introduces the viewer to the next six sections:

Introduction to Residence Life

Renting and Apartment

Tour of the Apartment Complexes

Where to go for What

What's Available in the Complexes

Credits

Exit

By activating a button (in the form of a box) the viewer can direct the program to its next step. The "EXIT" button will allow the viewer to immediately return to the opening screen.

INTRODUCTION TO RESIDENCE LIFE

In this section there are six cards, twenty-five buttons, twenty-eight text fields and thirteen graphic objects. The opening screen includes a brief description of apartment housing. The next screen details the advantages of choosing RIT apartment housing. From there the viewer can move to descriptions of the staff. The Area Coordinator is first, then a general description of the three Complex Directors, the Community Development Staff and finally Apartment Management. In this section there is room for expansion, especially relating to Apartment Management.

Each screen allows the viewer the choice of moving to the next screen, exiting the program, getting instructions, or returning to the Main Menu.

RENTING AN APARTMENT

In this section there are six cards, twenty-five buttons, twenty-five text fields and ten graphic objects. The opening screen is a cartoon which dissolves into the menu while retaining the cartoon. The cartoon was chosen to lighten a serious situation. Perhaps it will help the viewer to keep in perspective that choosing an apartment is not necessarily a complicated thing. Moving to the next screen brings up a menu of choices. There are four options presented; Transferring, Vacating, Renting, and Finding a Roommate. Each of these choices will lead the viewer to a different screen which includes a brief summary of what is required in each situation. The viewer is allowed the choice of going directly to a specific section or moving through the program laterally.

TOUR OF THE COMPLEXES

This section contains seven cards, thirty-eight buttons, thirty-four text fields and fifteen graphic objects. This section is the most complex because of the technology needed to create it and it is here that the most computer memory is used. There is one Quicktime movies, an example of a furnished one bedroom Colony Manor apartment. It was not considered necessary, because of the memory limitations, to have a Quicktime movie of each type of apartment available in each complex.

WHAT'S AVAILABLE IN THE APARTMENTS

In this section there are nine cards, fifty buttons, forty-three text fields and nineteen graphic objects. The first screen in this section is a brief introduction to the section. The next screen is a menu of options of what the viewers have available to them when living in the apartments. As with all of the other sections the viewer is given the option to leave the section and return to the section menu, exit to the opening welcome, get additional instructions or return to the Main Menu. Again the viewer is given the option to move laterally through the program.

WHERE TO GO FOR WHAT

This section is the most detailed and was the most time consuming to create. There are sixteen cards, sixty-eight buttons, seventy-two text fields and thirty-three graphic objects. There is a brief introduction to the section and then, the next card, details a menu of choices. There is a lot of potential for expansion here because there are offices and organizations that are not included. Included are the numbers and addresses of a small selection of what activities and groups are available on campus. Each screen was created with future updates in mind. The object was to convey the most information possible in a simplistic manner, allowing the viewer to get a rough idea of the many options available to RIT students.

In addition to the phone numbers and addresses of various activities there are screens attached that go into further detail about selected clubs and offices. A paragraph, or two, is included in order to give the viewer more information.



CREDITS

In this section there is one card, two buttons, three text fields and one graphic object. The credit box is scrolling, an action available under the heading of “New Button Actions” and is explained in the HyperStudio manual. This section’s purpose is to give credit to the author of the presentation and those who helped with it.

SUGGESTIONS FOR POSSIBLE EXPANSION

In the future, if the Department of Residence Life wished to send this program out to prospective students on a floppy disk, there may be some problems regarding the size of the files. To greatly reduce the size it is recommended that the video in the tour section be removed. This would cut the size of the program roughly in half and it could then be compressed onto a floppy disk. The department would need to include a copy of the HyperStudio Player on the disk to allow anyone without the application program to view the presentation.

There is potential for expansion of this presentation within Residence Life and across campus. Residence Life could expand the presentation to include the Residence Halls. Photographs could be added of various parts of Residence Life and the campus and even maps of campus and the surrounding areas. Then, a way for students to look at all of their housing options at once would be realized. Commonly asked questions would be answered by an easily accessed program and Residence Life could assist more than one or two people at a time. When students are waiting to take a tour through campus they could sit down for a few minutes and get a preview of what the campus is like. Then, when they are on the actual tour, they would be better prepared to ask questions.

A possible expansion would be to include videos of all the different types of apartments. Included are only a few examples of what is available. As technology improves it will be possible to save videos in less memory, making it possible to have more used in this presentation.

Across campus there is potential to create a presentation for each department. Then prospective students could be mailed a floppy disk of what is available for them at RIT. Each disk could be designed with a specific students needs in mind,

only including the information they have requested. Almost everyone has access to a computer terminal; whether they have their own computer, one in their school system or at their local library. These disks could be excellent recruiting tools. RIT could send these presentations to the college counseling centers in high schools where they wish to recruit students. Hard copy would still be available but, if offered as an option, potential students could request the information on floppy disk.

From an economic point of view this does not necessarily have to be an expensive prospect. Information is constantly changing here at RIT and it can only be updated in the catalogues every year or two, not as events change. On a computer system implementing changes is easy and quick. Every time something is sent out it would be the most current information available, not something that went to press nine months previously.

GLOSSARY OF TERMS

buttons:	a button is a tool that allows the viewer to take action on a screen
text fields:	the size of a text field can be manipulated; it is here that the style of type is chosen
HyperStudio:	the program used to create this presentation
text boxes:	completed text fields
Magic Buttons:	can activate themselves upon arrival to the screen
graphic objects:	pictures or objects, clip art used, can also be used as buttons
Quicktime Movies:	videos that can be played in HyperStudio
stack:	a collection of cards
Read Only:	this will not allow any changes when highlighted
NBA's:	New button Actions, used to show scrolling credits and play music

TRADEMARKS

HyperStudio is a registered trademark of Roger Wagner Publishing, Inc.

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Photoshop is a registered trademark of Adobe Systems, Inc.

Quicktime is a registered trademark of Apple Computers, Inc.

APPENDIX A

A GENERAL OUTLINE

OPENING SCREENS

CLICK
ANYWHERE
ON SCREEN
TO START

BLANK
(BLACK)

WELCOME TO

WELCOME TO
RESIDENCE

WELCOME TO
RESIDENCE
LIFE

WELCOME TO
RESIDENCE
LIFE
(CLICK TO
CONTINUE)

OPENING SCREENS

SOLAR SYSTEM

WORLD

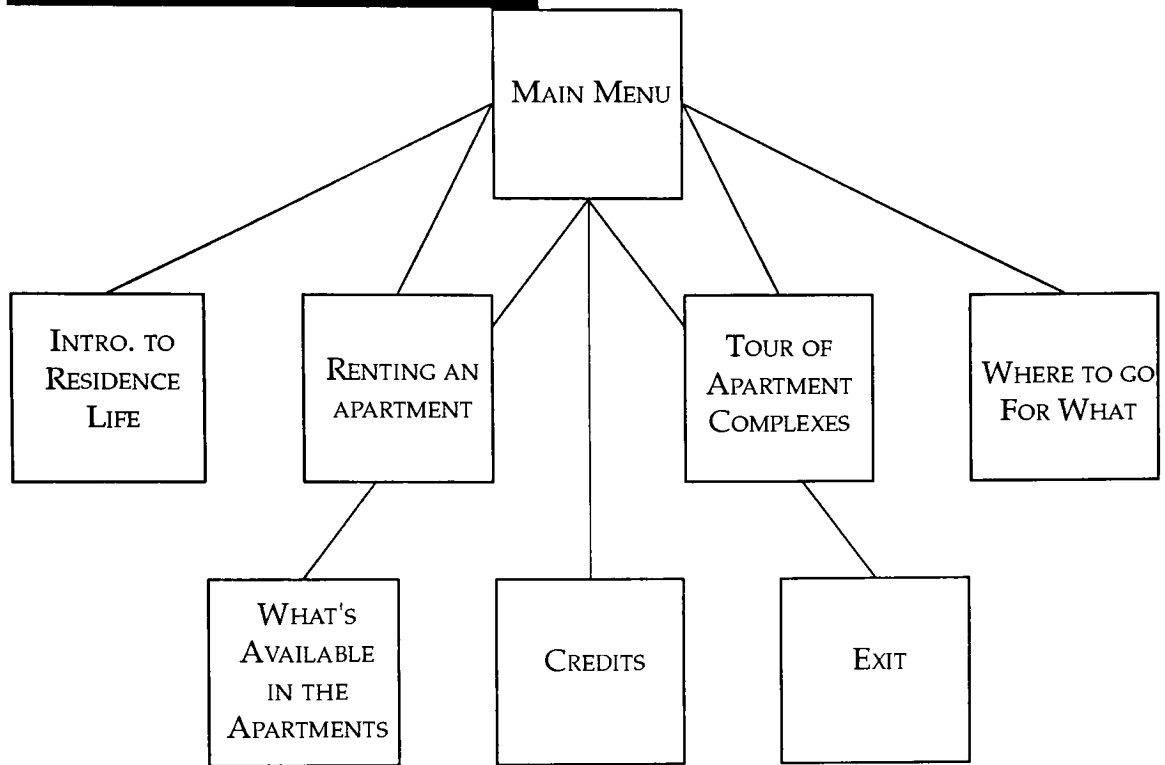
NORTH
AMERICA

USA

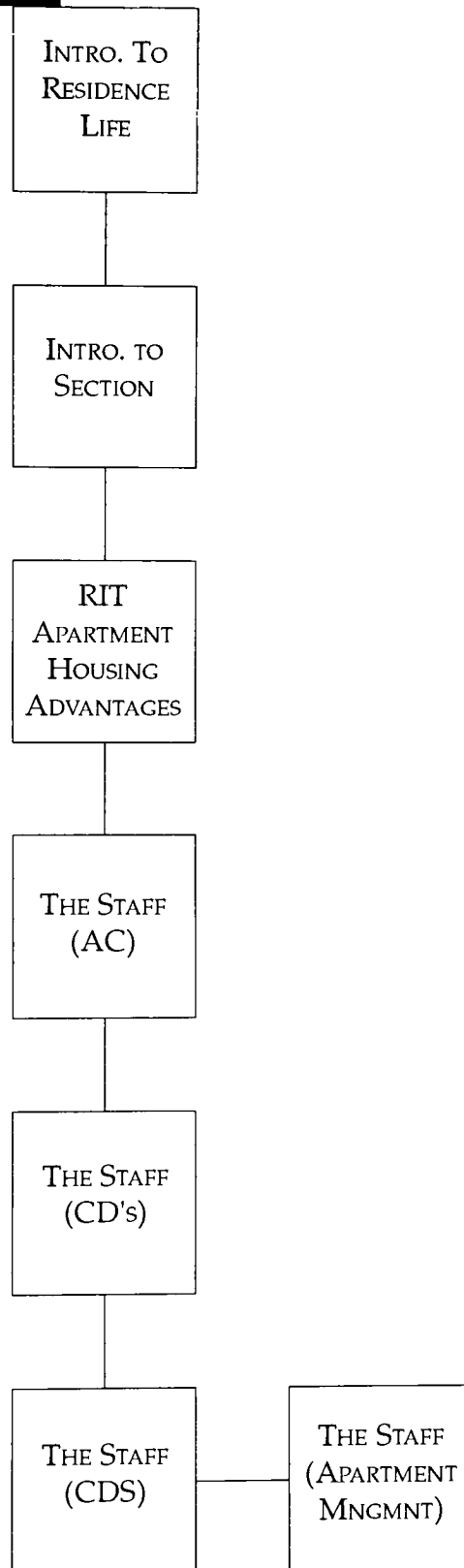
WELCOME TO
RIT

HOW TO USE
PROGRAM

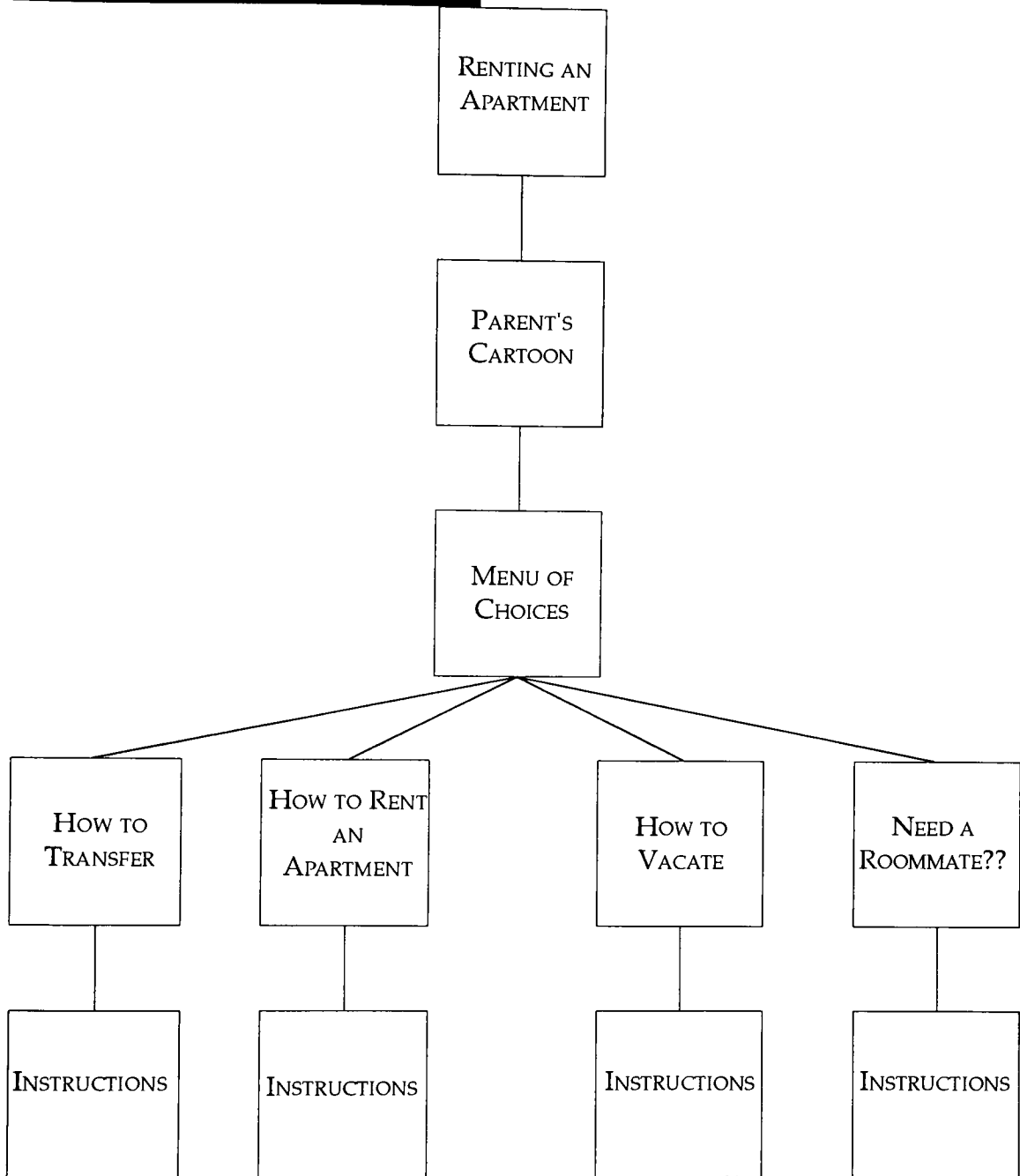
MAIN MENU



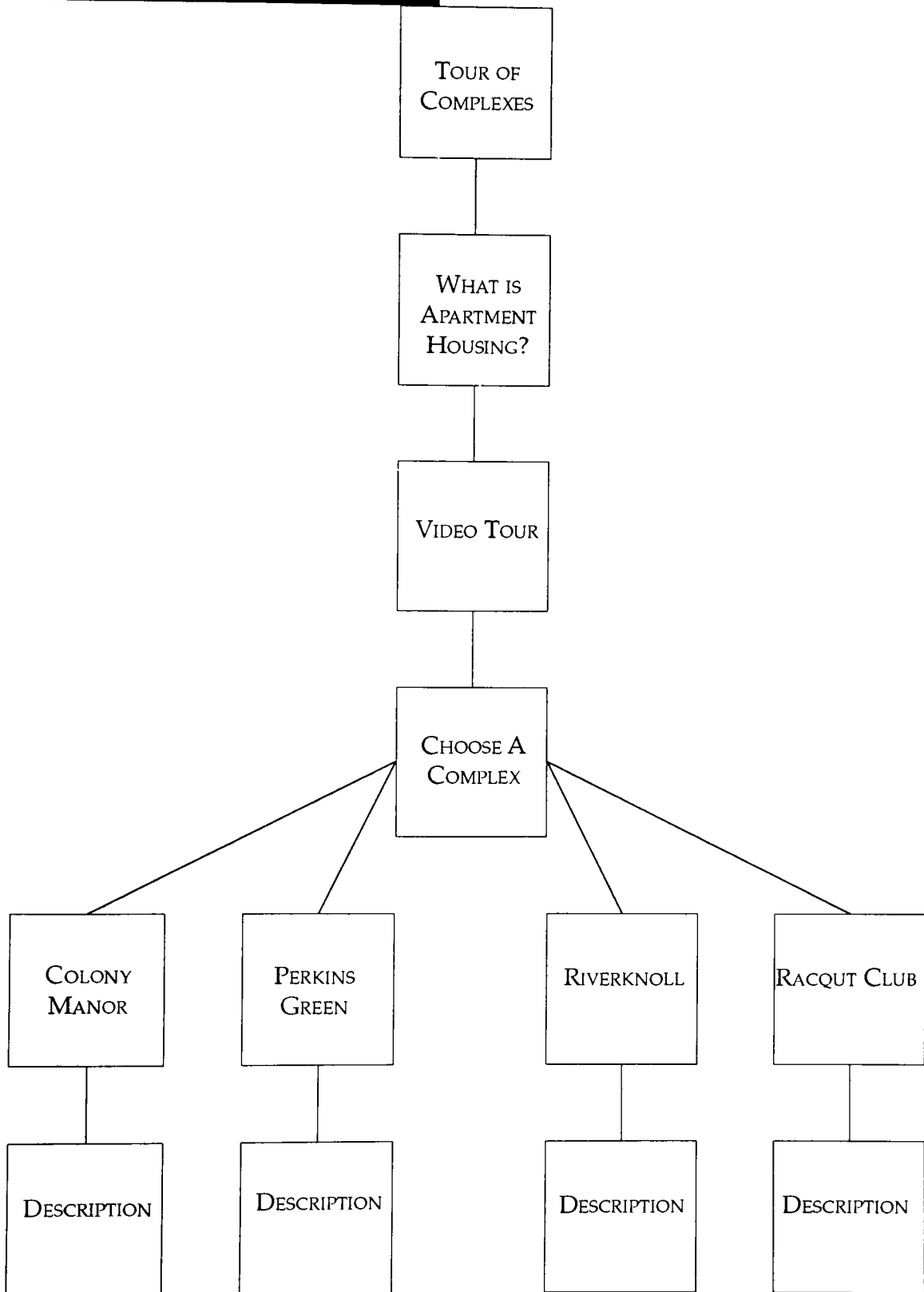
INTRODUCTION TO RESIDENCE LIFE



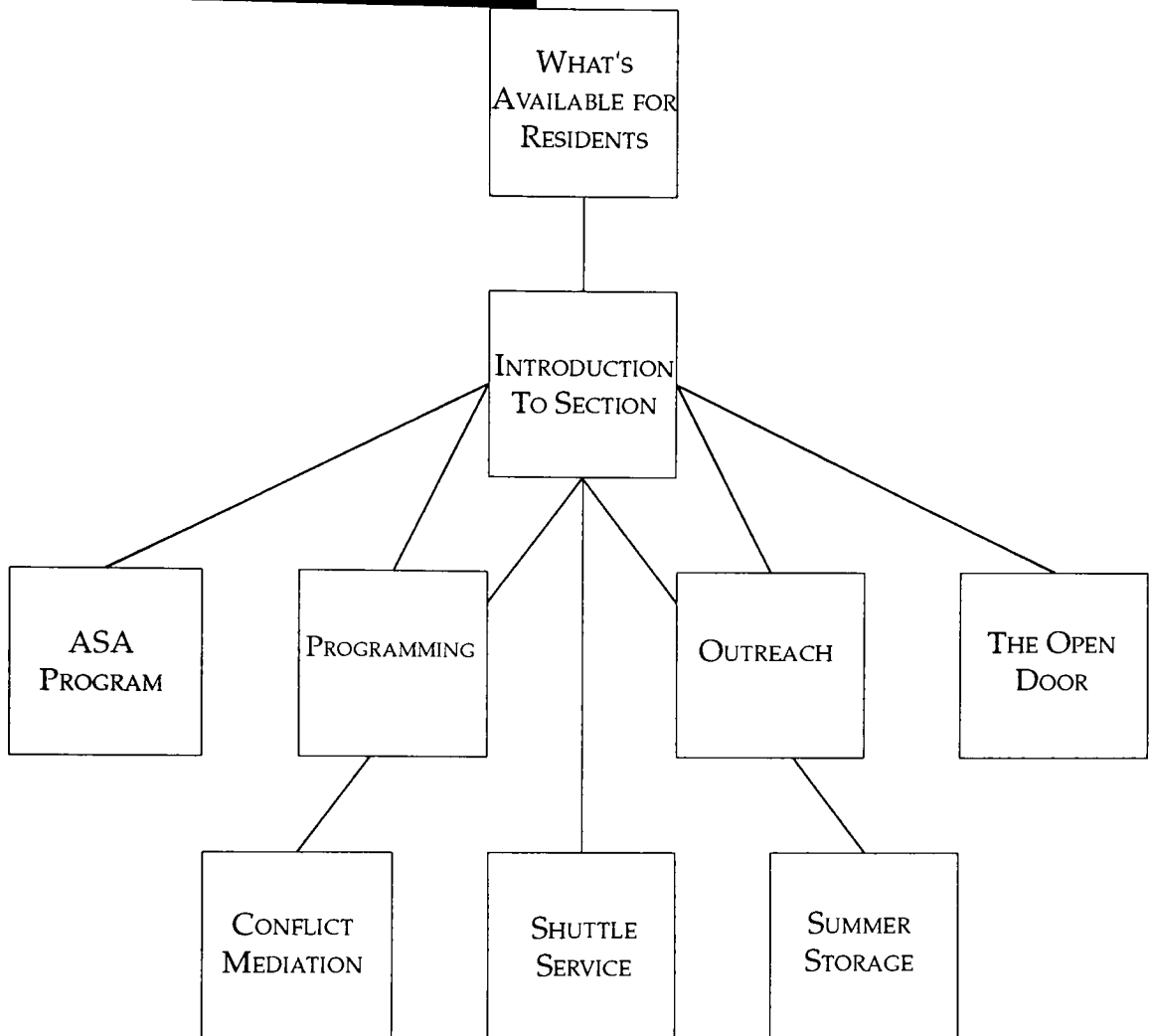
RENTING AN APARTMENT



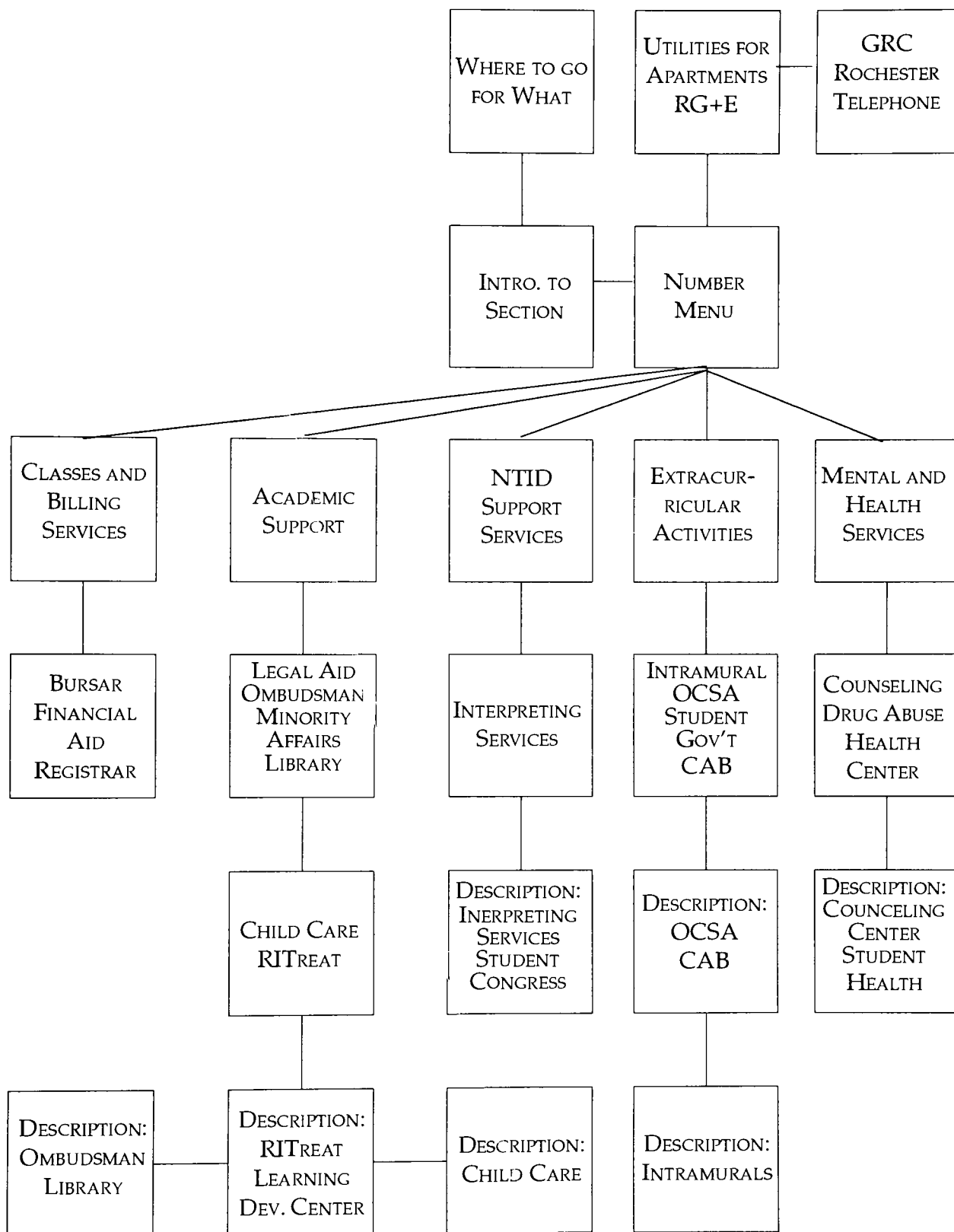
TOUR OF COMPLEXES



WHAT'S AVAILABLE FOR RESIDENTS



WHERE TO GO FOR WHAT



CREDITS

CREDITS

MS THESIS
THANKS
AUTHOR