



CASE STUDY : ORDNANCE FACTORY BOARD OF INDIA (OFB)

SOLUTION AREA : MULTIMEDIA PRESENTATION

Client: OFB	Country: India
Industry: Defence Manufacturing	Status: Completed
Solution Area: Multimedia Presentation in Macromedia Flash	

Company Profile

Indian Ordnance Factories is a giant industrial setup which functions under the Department of Defence Production of the Ministry of Defence. Indian Ordnance Factories, headquartered at Kolkata, is a conglomerate of 39 Factories, 9 Training Institutes, 3 Regional Marketing Centres and 4 Regional Controller of Safety.

Today OFB along with its 39 factories spread over India provide

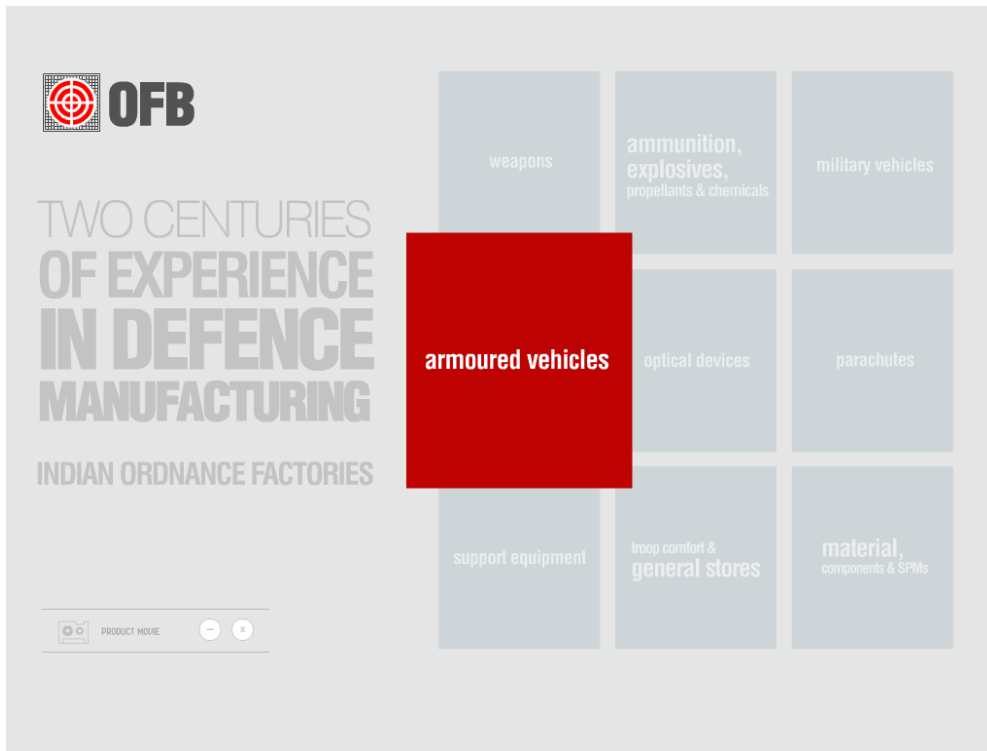
- A broad and versatile production base with multi-technology capabilities
- State of the art manufacturing facilities
- Large reservoir of skilled and professionally qualified manpower and managerial personnel
- Strict adherence to quality standard (all the units are ISO-9000 certified)
- Original as well as adaptive research & development to make need based refinement and modifications
- Project engineering capability
- A strong base for industrial training facilities
- Ready market access due to convenient location

Project Brief

OFB wanted to make a product catalog in the form of a **high-impact multimedia presentation** which would promote OFB's manufactured products for the purpose of export. The presentation has to have:

- Must have project an aesthetic appeal benchmarked to international standards.
- Appropriate music at the background
- State-of-the-art technology to make the navigation dynamic so that the product section can be modified as often as required.
- Sound back-end technology to back up the functionality of the catalogue.
- Display high resolution product pictures (over 300 in numbers)

A Snapshot



Key Issues

Challenges

- A dynamic navigation with provision for insertion or deletion of sections as and when required.
- Designing a dynamic product catalogue having more than 300 product images that have to be rendered printable.

Solutions Overview

Since imagery forms the core identity of any aesthetic representation, WDC took to implementing this project emphasizing on the following points:

- Defining a consistent theme and visual identity throughout the presentation.
- Pay detailed attention to the document structuring of the CD, since it was expected to run on relatively diverse locations and platforms.
- Consider typography as a core component in the presentation's identity. WDC selected a single typeface to dominate the design. A secondary, compatible typeface was used to

present smaller point sizes on the page. Typeface integrity played a major part in defining the aesthetic of the presentation.

- Soothing colours were used to define the graphic identity of the presentation keeping in mind the organization's corporate philosophy and the target market demography.
- WDC selected a slide layout strategy that actively channelised viewers to the service, products, resources, and core-marketing objective of the presentation.

The multimedia presentation required extensive planning and conceptualization, for promoting OFB's products for the purpose of export. The presentation required to be aesthetically pleasing and technically robust. The presentation involved extensive product animation with a very dynamic, changeable yet lucid navigation with an option wherein products can be added or deleted by any OFB personnel in the future. Keeping this overview in mind, WDC designed an **XML based navigation** (Flat database) which is totally dynamic providing for making changes in the product categories easily. The complete presentation was designed in **Macromedia Flash and MM Studio**. The presentation required editing appropriate music loops to fit the background.

So in a nutshell, WDC translated the entire creative process of designing and developing the multimedia product catalogue for OFB into a compelling visual presentation.

Technology Specifications

Key Components	
Technology & Software	<ul style="list-style-type: none">• Photoshop• Macromedia Flash• MM Studio• XML based navigation

For more information, visit our Web site at: www.wdc.in