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## INTRODUCTION

The Food and Beverage Mediabase has evolved from innovative work carried out within the Scottish Hotel School.

A creative team at AV Media Services (a central service department of the University of Strathclyde) designed and produced this Mediabase with personnel from the Scottish Hotel School. The core team comprised Designer/Producer **Caroline Moody** and Academic Advisor **Cailein Hugh Gillespie**. The assets were created by 12 creative specialists and **Rosanne Strachan**, the Graphics/Photography Manager, who managed the entire project.

The Mediabase allows you to use many different approaches, as it is highly interactive and user friendly. You can set your own aims and objectives, which are clear and measurable for each session or part thereof. The Mediabase is logically sequenced and the learning can be customised to your needs. There is good supporting information for the trainer, facilitator and learner. Activities allow for a mixture of views and answers. The material can also be used to stimulate live training situations, change attitudes, share ideas and develop commitment.

A comprehensive guide to applying the Mediabase content to the full can be found on the companion website:

**[www.bh.com/companions/0750652098](http://www.bh.com/companions/0750652098)**

# TECHNICAL INSTRUCTIONS

## Minimum system requirements

In order to gain good performance from this product, you will need the following minimum system requirements:

- PC running Windows 98 or better, or Macintosh G3/G4 running MacOS 8.6 or better
- CD Rom drive (4 speed recommended)
- Sound card
- 64Mb of RAM
- 2Gb of hard disk space

## Installation instructions

Due to the extensive use of video and audio files, the project is too big to distribute on a single CD and so must be assembled on your hard disk. To install the files, follow these instructions carefully:

- 1 Make sure that the hard disk selected has at least 2Gb of free space
- 2 Create a new folder (in Windows this is done by clicking the right mouse button and selecting New Folder). Name this folder 'Mediabase'.
- 3 Insert **CD 1** into the drive and copy the whole contents of the CD to the Mediabase folder on the hard disk. (Mac users can simply drag the CD image to the hard disk where it will create its own folder.)
- 4 Eject the first CD and insert **CD 2** into the drive. Copy the whole contents of this CD into the sub-directory of the 'Mediabase' directory called 'Videos'.

- 5 Eject the CD and insert **CD 3**. This contains more videos plus some extra files. Open the directory 'More Videos' on the CD, and copy the **contents only** into the 'Videos' directory on the hard disk. It is important that all the video files are stored in this directory. You must not place directories here – only loose video files are allowable.
- 6 Close the 'More Videos' directory and move the remainder of the files (called D8-3.dxr and D8-6-4.dxr) on **CD 3** to the MediaBase Folder.
- 7 Finally, Windows users can simplify running the project by creating a shortcut to **H&HM.exe**. You create a shortcut by dragging the file to your Desktop. The original file remains in the directory but a shortcut to it will now be on the desktop. You may now close the directory and double click on the shortcut to run the Mediabase.
- 8 Mac users can create an alias to **H&HM** in a similar way by clicking once on this file and then selecting 'Make alias' from the file menu. Drag this alias to the desktop and close any remaining directories or folders. Double click on the alias to run the Mediabase.

## Quicktime™

The videos in Mediabase use Quicktime™ and you will need to install this on your computer if this has not already been done. Quicktime™, if required, is available free of charge on the Internet from <http://www.apple.com/quicktime>. Follow the installation instructions which appear on your screen when the installer is run. Macintosh users should note that when you have downloaded the file, you will need to double click on it to mount an icon which looks like a floppy disk on the desktop – opening this will run the installer for Quicktime™.

## NAVIGATION OF THE MEDIABASE

**N**avigation of this package hinges upon the menu bar at the top of the screen. Clicking on the Mediabase bar will release a drop-down menu from which to choose. Clicking on an option will direct you to that section of the Mediabase, often accessing various sub-menu bars which will provide routes deeper into the topic.

**F**or example, if you click on the Mediabase bar, then click on 'Restaurant Seating Plan' you will access a 'Restaurant Seating Plan' menu which you can in turn click on and select further options (for instance, 'Interactive Table Setting Exercise'). To return to the previous menu from here, simply click on the 'Table Setting Exercise' bar and select 'Restaurant Seating Plan'.

**T**his pattern of navigation is consistent throughout the Mediabase, and will become more obvious as you proceed through the program. To help, we have provided a brief chart of the organisation of the Mediabase, showing many of the sub-sections you can find. You will notice that certain sections have a series of sub-menus which will take you deeper into a section, while other selections have no sub-menus at all.

## PLAN OF THE MEDIABASE

### From the main menu

- ▶ Introduction\*
- ▶ Purpose\*
- ▶ Objectives\*
- ▶ Getting Started\*
- ▶ Restaurant Seating Plan
- ▶ Virtual Restaurant and Bar\*
- ▶ Directory of Tea, Coffee and Light Beverages
- ▶ Wine List
- ▶ Marketing and Public Relations
- ▶ Production-Oriented Laboratory Exercises 1–12
- ▶ Restart Mediabase\*
- ▶ Info\*
- ▶ Quit\*

An asterisk denotes an option which does not yield any sub-sections.

### The sub-sections and their menu options

#### Restaurant Seating Plan

- ▷ Restaurant Seating Plan
- ▷ Restaurant Table Plan
- ▷ Restaurant Table Layout
- ▷ Function Space Management System
  - Systems 1–10
- ▷ Interactive Table Setting Exercise

## Directory of Tea, Coffee and Light Beverages

### ▷ Tea Menu

- The Story of Tea
- Tea Selection
  - (sub-menu access to list of teas)*
- Featured Tea
  - (sub-menu access to featured teas)*

### ▷ Coffee Menu

- The Story of Coffee
- Coffee Selection
  - (sub-menu access to list of coffees)*
- Speciality Coffee
  - (sub-menu access to list of speciality coffees)*
- Caffè Espresso
  - (sub-menu access to types of Caffè Espresso)*
- Liqueur Coffee
  - (sub-menu access to types of Liqueur Coffee)*

## Wine List

- ▷ Scottish Hotel School Selection
- ▷ Champagne
- ▷ Sparkling Wine
- ▷ Claret
- ▷ Burgundy
- ▷ Rhône
- ▷ Loire
- ▷ Alsace
- ▷ Germany



- ▷ Spain
- ▷ Italy
- ▷ South Africa
- ▷ Chile
- ▷ Australasia
- ▷ North America
- ▷ Dessert Wines
- ▷ Connoisseurs List
- ▷ Cognac
  - *(sub-menu access to different types)*

## **Marketing and Public Relations**

- ▷ An Introduction to This Module
- ▷ Introduction to Quality
  - Play/pause slideshow
  - Restart slideshow
- ▷ The Scottish Hotel School Action Plan
  - *(sub-menu access to its various components)*
- ▷ Supplier Profile
  - Interview with Richard Congreve of Justerini and Brooks Ltd, Wine Merchants, Edinburgh
  - Transcript of Interview with David Williamson of Matthew Algie Tea and Coffee Merchants
  - Explore Helpful Internet Sites *(access to various sites)*
- ▷ Role Playing Scenes
  - An Introduction to This Module
  - Role Playing Scenes

- ▷ Creating Appetising Descriptions
  - An Introduction to This Module
  - Classical and Contemporary Menus
  - Menu Construction
  - Descriptive Menu Copy
  - Menu Styles
    - *(sub-menu access to various types)*
  
- ▷ Dressing the Room

### **Production-Oriented Laboratory Exercises 1–12**

- ▷ Guéridon
- ▷ Mise-en-Place
- ▷ Menus 1–12

The full plan of the Mediabase can be found on the companion website.

# HOW TO USE THE MEDIABASE

## Introduction

Click on the text box in the top left of the menu bar. By clicking on the mouse and releasing, you will hear an audio introduction to the Mediabase.

## Purpose

By clicking on the Mediabase menu bar and selecting 'Purpose' a screen will appear which has a brief text message showing the aim of the Mediabase.

The aim is to equip users with the operational knowledge of how food and beverages are prepared, produced and presented in terms of both classical and contemporary approaches to French, German and Italian cuisine.

## Objectives

By clicking on the Mediabase menu bar and selecting 'Objectives' a screen will appear which has a brief text message showing the objectives of the Mediabase.

## Getting Started

By clicking on the Mediabase menu bar and selecting 'Getting Started' a screen will appear which demonstrates the navigation of the Mediabase. By clicking and releasing on the arrow which appears in the bottom right of the screen you will be shown a screen which displays front screens from the Mediabase. This displays the central colour palette of the project.

By clicking and releasing on any of the three arrows in the bottom right of the screen you will see images of how to utilise the pull down menu system.

By clicking and releasing again on any of the three arrows in the bottom right of the screen you will be able to view a sample of internal screens within the Mediabase.

By clicking and releasing once more on any of the three arrows in the bottom right of the screen you will be able to view a sample navigation screen with helpful, self-explanatory text.

## **Virtual Restaurant and Bar**

By clicking on the Mediabase menu bar and selecting 'Virtual Restaurant and Bar' you will open the virtual restaurant and bar.

Full 360° scan of the bar and restaurant are available. By clicking on the doors into the restaurant you will be taken into this space. You can zoom in and out of this space.

By clicking on the top left hand text box you can then scroll down to any other area of the project.

## Restaurant Seating Plan menu

By clicking on the Mediabase menu bar and selecting 'Restaurant Seating Plan' you will access a submenu with the following drop down options:

### ***Restaurant Table Plan***

This shows the basic table layout in the Scottish Hotel School. This is a layout for larger parties in a restaurant seating 100 covers. It shows a varied arrangement in the space available (other arrangements are shown in the 'Function Space Management System'), and also shows the positioning of 5 waiting stations on the layout.

### ***Restaurant Table Layout***

This shows a table dressed for a basic lunch service for two covers.

### ***Function Space Management System***

This has 10 pull down layout systems to view, using round, oval, oblong, top table variations and meeting room variations.

### ***Interactive Table Setting Exercise***

Here students can drag *mise-en-place* items onto the correct positions on a practice table setting. Then students can click on the red arrow to find out how accurate they were. The solution can be found in the 'Restaurant Table Layout' option above.

To return to the Restaurant Seating Plan menu from any of these sub-sections, click on the left hand menu bar, and select the bottom option. You will note that the Mediabase menu bar has moved to the right, but can be accessed to offer the same options as on the first screen.

## Directory of Tea, Coffee and Light Beverages

By clicking on the Mediabase menu bar and selecting 'Directory of Tea, Coffee and Light Beverages' you will access a sub-menu with the following drop down options:

- ▷ *Tea Menu*
- ▷ *Coffee Menu*

Clicking on either of these items will provide further pull down items as follows:

### **Tea Menu**

- *The Story of Tea* As you drag the mouse onto the pictured image on screen a small hand appears. Click anywhere on the image and an audio story of the history of tea will commence. The images on the screen will change as the audio story continues. A map of the main tea growing areas is also featured. If you wish to start the story of tea again, simply click on the pictured image and the audio will recommence.
- *Tea Selection* By selecting this option from the Tea Menu you access the following drop down menu:
  - Darjeeling Tea
  - China Tea
  - Lapsang Souchong Tea
  - Earl Grey Tea
  - Ceylon Tea
  - Assam Tea
  - Lemon Tea
  - Iced Tea
  - Ice Cold Milk

Click on any of the above titles you wish to review. You will then have several options from a full screen image:

- Click on the text box to hear the correct pronunciation.
- Click on the service image of that tea: this will show the packaging. By clicking again it will show a close-up of the packaging. Clicking again takes you back to the first image.
- Click on the talking head: this gives in-depth information on the subject.
- Click on the top right hand picture: this will commence a video of a professional tea tasting. It will then take you through the tea factory, showing the blending of tea, packaging variations, and packaging design.
- *Featured Tea* By selecting this option from the Tea Menu, you access the following drop down menu:

- Japanese Cherry Tea
- Cinnamon Tea
- Apricot Tea
- Christmas Tea
- Easter Tea

Click on any of the above titles you wish to review. You will then have the same options as available within the Tea Selection section.

### **Coffee Menu**

- *The Story of Coffee* As you drag the mouse onto the pictured image on screen a small hand appears. Click anywhere on the image and an audio story of the history of coffee will commence. The images on the screen will change as the audio story continues. If you wish to start the story of coffee again, simply click on the pictured image and the audio will recommence.

- *Coffee Selection* By selecting this option from the Coffee Menu, you access the following drop down menu:
  - Colombian Coffee
  - Rich Roast Coffee
  - Decaffeinated Coffee
  - Kenya Coffee

Click on any of the above titles you wish to review. You will then have several options from a full screen image:

- Click on the text box to hear the correct pronunciation.
  - Click on the service image of that coffee: this will show the packaging. By clicking again it will show a close-up of the packaging. Clicking again, takes you back to the first image.
  - Click on the talking head: this gives in-depth information on the subject.
  - Click on the top right hand picture: this will commence a video taking you through the coffee factory, showing the storage of green coffee beans, blending of coffee beans from recipe cards for large companies, the roasting process, the packaging of coffee within six minutes of roasting, which keeps out the oxygen which would make the coffee stale.
- *Speciality Coffees* By selecting this option from the Coffee Menu, you access the following drop down menu:

- Caffe Espresso
- Caffe Espresso Doppio
- Espresso Ristretto
- Espresso Macchiato
- Latte Macchiato
- Espresso Con Panna

Click on any of the above titles you wish to review. You will then have the same options as available within the Coffee Selection section.



- *Caffe Espresso* By selecting this option from the Coffee Menu, you access the following drop down menu:

- Cappuccino
- Caffe Latte
- Caffe Mocha
- Caffe Crème
- Iced Espresso

Click on any of the above titles you wish to review. You will then have the same options as available within the Coffee Selection section.

- *Liqueur Coffees* By selecting this option from the Coffee Menu, you access the following drop down menu:

- Irish Coffee
- Gaelic Coffee
- Danish Coffee
- Roman Coffee
- Caribbean Coffee
- Monks Coffee
- Calypso Coffee
- Café Royal
- Caffe Normand
- Caffe Suisse
- Rüdeshheimer Kaffee
- Café Liégeois
- Specialities of the House

Click on any of the above titles you wish to review. You will then have the same options as available within the Coffee Selection section.

## Wine List

By clicking on the Mediabase menu bar and selecting 'Wine List' you will access a sub-menu with the following drop down options:

- ▷ The Scottish Hotel School Selection
- ▷ Champagne
- ▷ Sparkling wines
- ▷ Claret
- ▷ Burgundy
- ▷ Rhône
- ▷ Loire
- ▷ Alsace
- ▷ German
- ▷ Spain
- ▷ Italy
- ▷ South Africa
- ▷ Chile
- ▷ Australasia
- ▷ North America
- ▷ Dessert Wines
- ▷ Connoisseurs List
- ▷ Cognac

Click on any of the above titles you wish to review. You will then have several options depending on which you choose to look at.

**For example**, by choosing Burgundy you have the option of choosing red or white wines of that type. By clicking on the red wine and dragging the mouse across to the wine name, you will bring up the information screen for Hautes Cotes de Beaune 1993. Now you can:

- Click and drag on the map to manoeuvre to explore the geographical location of the vintage and discover the bin numbers.
- Click on the name of the wine for an audio description of the correct pronunciation.
- Click on the central close up image of the bottle to reveal the full bottle and its shape. Click again to reveal the glass and correct level of fill within the glass: for fine dining this amount would be reduced by one-third. Clicking again returns you to the main image of the label.
- Click on the talking head to obtain supporting information on the wine.
- Click on the top right hand image for a short video which guides you on the process from grape to bottle.

This can be done for each of the wines contained in this section.

## **Marketing and Public Relations**

By clicking on the Mediabase menu bar and selecting ‘Marketing and Public Relations’ you will access a sub-menu with the following drop down options:

- ▷ An Introduction to This Module
- ▷ Introduction to Quality
- ▷ The Scottish Hotel School Action Plan
- ▷ Supplier Profile
- ▷ Role Playing Scenes
- ▷ Creating Appetising Descriptions
- ▷ Dressing the Room
- ▷ Production-Oriented Laboratory Exercise

Click on the desired option to proceed to the following:

### ***An Introduction to This Module***

Here the Mediabase deals with wider aspects of Food and Beverage Management, in terms of its marketing and public relations and image creation.

### ***Introduction to Quality***

An audio and visual definition.

### ***The Scottish Hotel School Action Plan***

This comprises our guidelines for achievable quality standards. These should be viewed as minimum standards allowed. The Action Plan looks at the following:

- Food*
- Wines*
- Beverage*
- Pricing*
- Choice*
- Speed*
- Temperature*
- Lighting*
- Odour Hedonics*
- Literature*
- Appeal*
- Entertainment*
- Rapport*
- Costume*
- Ambience/Décor*
- Staff Attitude/Style*
- Comfort and Security*
- Cleanliness*
- Skill/Dexterity*
- Guest Recognition*
- Courtesy*
- Responsiveness*
- Noise*
- Technical Support*
- Ancillary Support*
- Function Trading*
- Image and Appearance*
- Communications*

There is also the option to hear them all in sequence.

This is conversational in its approach. When you click on one of the titles an audio sequence is commenced. The viewer's gaze is kept on the screen through a scrolling image.

### **Supplier Profile**

This accesses a drop down sub-menu with the following options to choose from:

- *Interview with Richard Congreve of Justerini and Brooks*  
This comprises a lengthy interview with a wine supplier. It comprises the relationship between supplier and manager. Although this is an interview with a wine supplier, and is therefore quite specific, it is easy to use this interview to determine relations with other suppliers.

You can at any point pause or restart the interview by clicking the top left text box on the screen. The viewer's gaze is kept on the screen by changing images as the audio plays.

- *Transcript of the Interview with David Williamson of Matthew Algie* Exactly as outlined in the title, a complete transcript of the interviews with the Managing Director shown in the tea and coffee section of the Mediabase.
- *Explore Helpful Internet Sites* This takes you directly to the following helpful Internet sites:
  - Justerini and Brooks Ltd
  - Matthew Algie Tea and Coffee Merchants
  - Veuve Clicquot Champagne
  - Hine Cognac and range
  - Wine and Spirit Education Trust
  - Champagne Wines Information Bureau

- Georg Riedel Crystal
- About Scotch Whisky
- Adelphi Distillery Ltd Malt Whisky
- Grand Marnier range and cocktails
- Le Cognac 'on-line'
- Armagnac
- Port Wine
- Bordeaux Wines
- German Wine
- Torres Wines
- Wine Spectator Magazine
- HCIMA
- Vegetarian Society
- The Vegan Society
- Health and Safety Executive

### ***Role Playing Scenes***

This accesses a drop down sub-menu with the following options to choose from:

- *An Introduction to this Module* The introduction informs the viewer and listener that you have an interactive role to play in your own restaurant and that the following food service scenes shown are enacted by Scottish Hotel School students.
- *'Role Playing Scenes'* Clicking on 'Role Playing Scenes' will allow you to choose from the following role play examples:
  - Businessman and Associate
  - Single Tourist
  - Child and Father

For each, you can view role plays illustrating examples of good and bad practice in the following areas:

- Marketing and public relations
- Suggestive selling
- Guest relations
- Responding to client concerns
- Reading the guest
- Building rapport

You can also choose ‘Quality Standards Analyst’ which will provide a beverage report for a fine dining restaurant.

Further information about the application of these role plays can be found on our companion website.

### ***Creating Appetising Descriptions***

This accesses a drop down sub-menu with the following options to choose from:

- *An Introduction to this Module* Introducing the creation of appetising descriptions which communicate through relevant, memorable images which help to inform and sell through style and efficiency.
- *Classical and Contemporary Menus* Outlines in audio and visual media the difference between classical and contemporary dishes.
- *Menu Construction* This will access a scrolling list of 20 points to consider in menu construction.
- *Descriptive Menu Copy* This will open an audio presentation of Descriptive Menu Copy. This takes a somewhat humorous stance on the subject, but virtually all of the terms utilised in the presentation have been viewed on menus over the past few years.

- *Menu Styles* This accesses a drop down sub-menu with the following options:
  - An Introduction to This Module: An audio presentation with automatic transition pages showing menu covers.
  - The Scottish Hotel School Menu Styles: This accesses another drop down sub-menu with options to obtain close up images of the following menu types: simple one page menu, Christmas theme, Classical theme, and Contemporary theme.
  - Prominent International Menu Styles: This accesses another drop down sub-menu with options to obtain close up images of the following menu types: Gleneagles; Turnberry; Michel Guérard; The Dorchester.

## **Production-Oriented Laboratory Exercise**

By clicking on the Mediabase menu bar and selecting 'Production-Oriented Laboratory Exercise: Menus 1–12' you will access a sub-menu with the following drop down options:

- ▷ *Guéridon*: provides an explanation of the term
- ▷ *Mise-en-Place*: provides an explanation of the term
- ▷ *Block 1 Menu*: simple menu in English
- ▷ *Block 2 Menu*: faulted menu exercise
- ▷ *Blocks 3–5*: classical clipped models
- ▷ *Block 6*: quantitative catering exercise
- ▷ *Blocks 7–10*: classical and contemporary menus, theatrical flambés, carving etc.
- ▷ *Block 11a*: German menu
- ▷ *Block 11b*: Italian menu
- ▷ *Block 12*: Composite menu



You have access to over 170 individual dishes in the Mediabase package. Each dish is pictured and has a text box which when clicked provides an audio version of the dish with correct pronunciation.

## **Restart Mediabase**

Selecting this on the Mediabase menu bar will return you to the opening screen.

## **Info**

By clicking on the Mediabase menu bar and selecting 'Info' you will access a screen outlining the three people involved in the core work of the project. The Scottish Hotel School team who worked on the project is shown, followed by the AV Media Services team. Web sites for both Departments are listed and special thanks offered to service partners.

## **Quit**

By clicking on the Mediabase menu bar and selecting 'Quit' a screen will appear asking 'Do you want to quit the Mediabase?' Click and release on either option offered: **Yes** – quits the CD Rom completely; **No** – takes you back to the opening screen.

Please note that a companion site providing a comprehensive outline of the various applications of the Mediabase CD Rom can be found at <http://www.bh.com/companions/0750652098>.

## **TECHNICAL SUPPORT**

If you require technical support when using the Mediabase package, then please contact Heinemann Customer Services on 01865 888180.