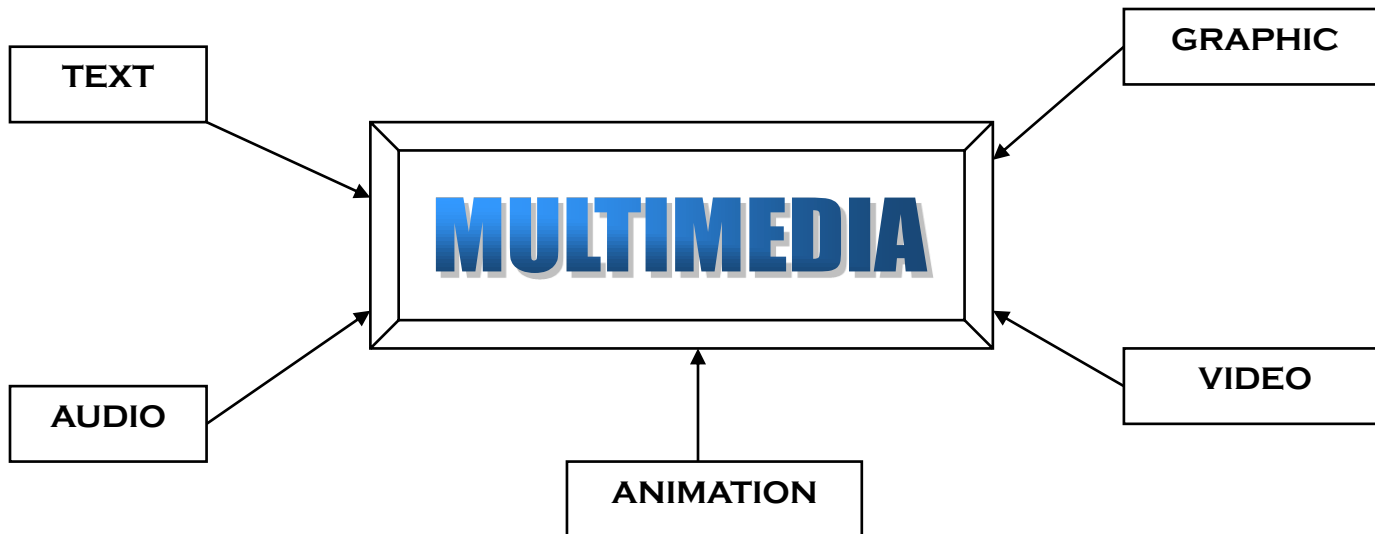


WHAT IS MULTIMEDIA?

- Derived from the word “Multi” and “Media”
 - Multi
 - Many, Multiple,
 - Media
 - Tools that is used to represent or do a certain things, delivery medium, a form of mass communication - newspaper, magazine / tv.
 - Distribution tool & information presentation - text, graphic, voice, images, music and etc.

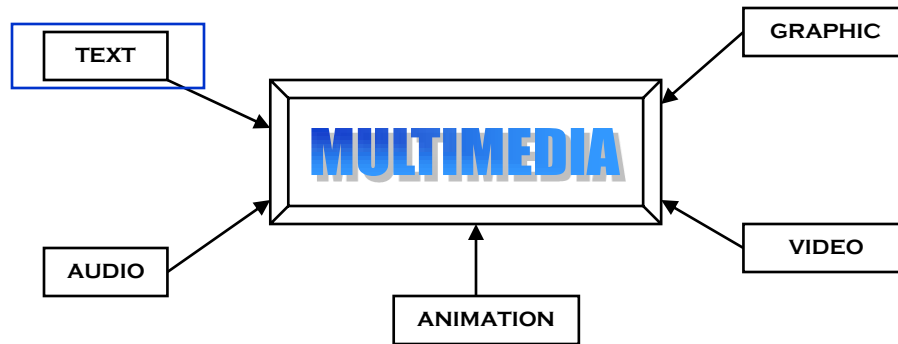
DEFINITION OF MULTIMEDIA

- ◉ Multimedia is a combination of text, graphic, sound, animation, and video that is delivered interactively to the user by electronic or digitally manipulated means.



ELEMENTS OF MULTIMEDIA

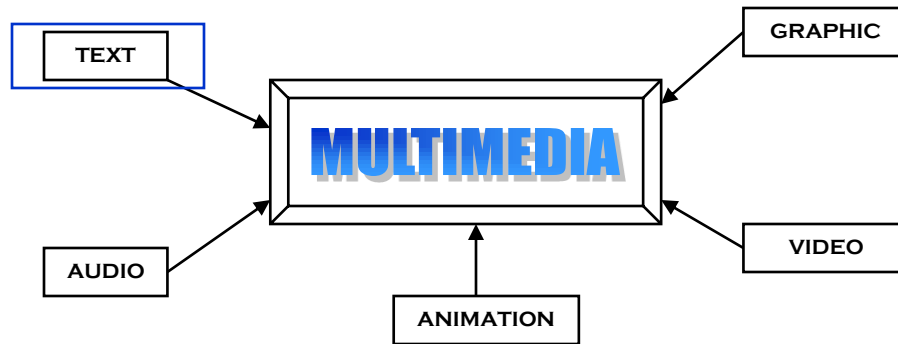
TEXT



- A broad term for something that contains words to express something.
- Text is the most basic element of multimedia.
- A good choice of words could help convey the intended message to the users (keywords).
- Used in contents, menus, navigational buttons

ELEMENTS OF MULTIMEDIA

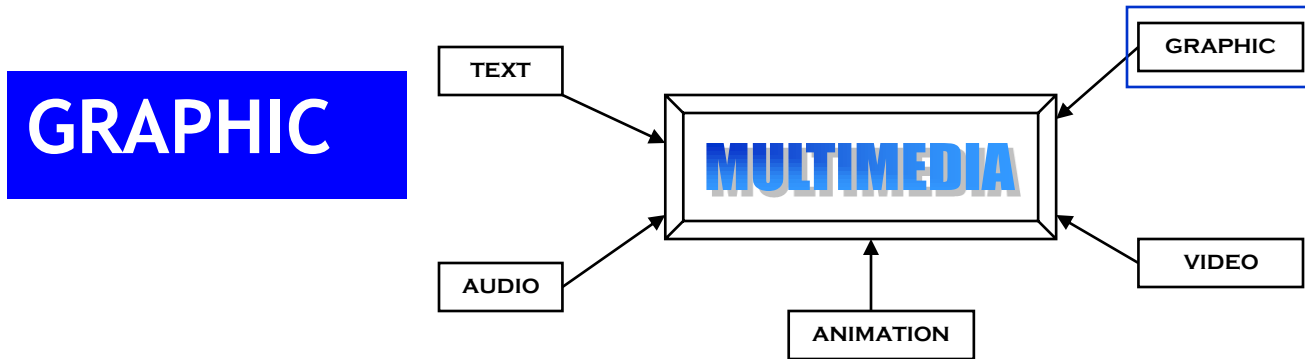
TEXT



- Example

ROAD SAFETY	Basic	Intermediate	Advanced
	First, before crossing the road, make sure you look to your left, to your right and then left again.		
	Then, walk carefully to cross the road.		

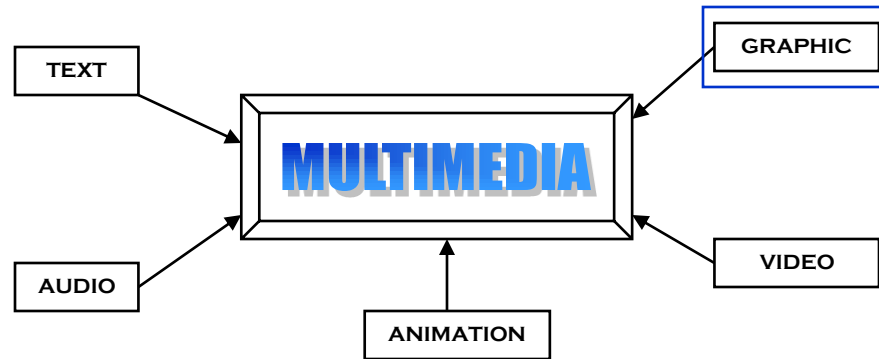
ELEMENTS OF MULTIMEDIA



- Two-dimensional figure or illustration
- Could be produced manually (by drawing, painting, carving, etc.) or by computer graphics technology.
- Used in multimedia to show more clearly what a particular information is all about (diagrams, picture).

ELEMENTS OF MULTIMEDIA

GRAPHIC



- Example

ROAD SAFETY Basic Intermediate Advanced

First, before crossing the road, make sure you look to your left, to your right and then left again.

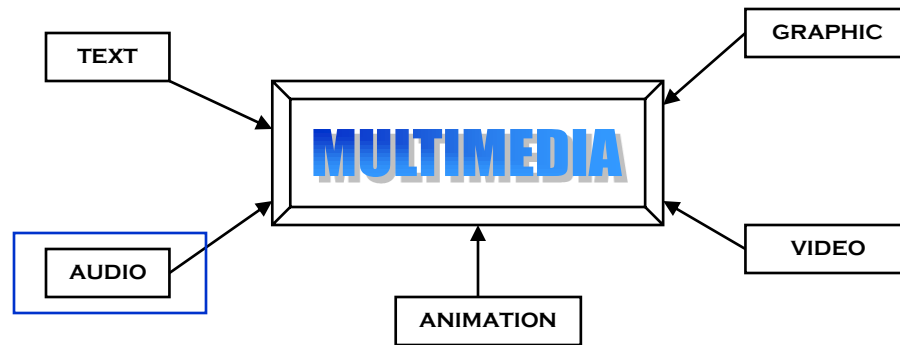


Then, walk carefully to cross the road.



ELEMENTS OF MULTIMEDIA

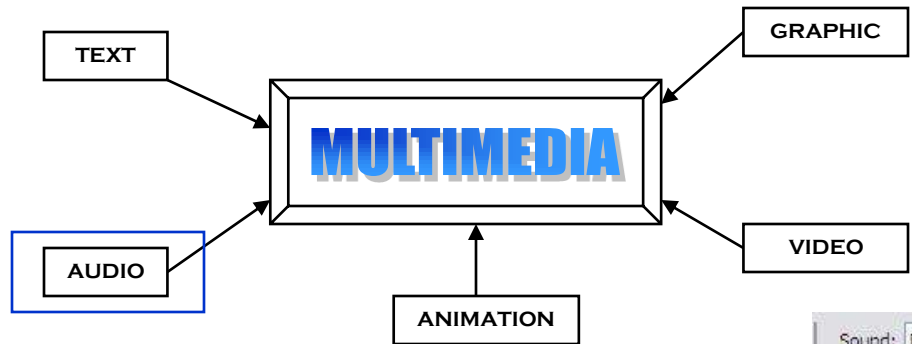
AUDIO



- Produced by vibration, as perceived by the sense of hearing.
- In multimedia, audio could come in the form of speech, sound effects and also music score.

ELEMENTS OF MULTIMEDIA

AUDIO



- Example

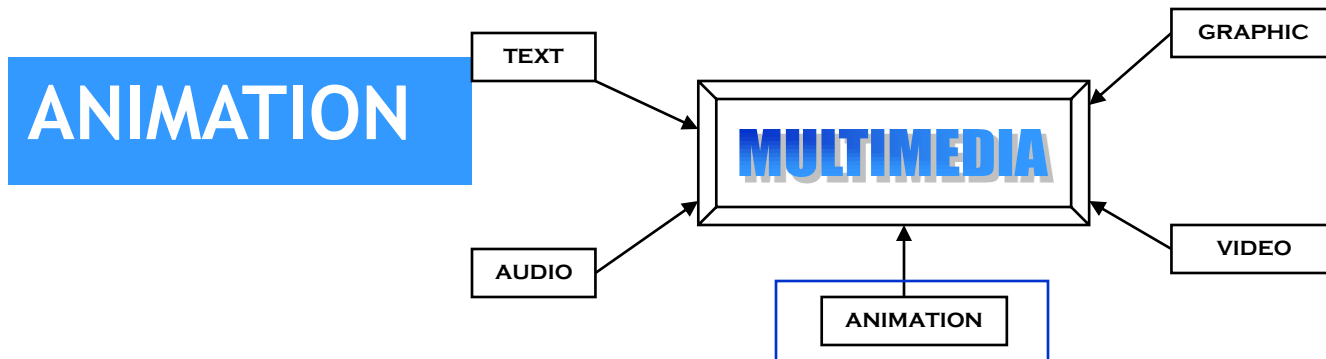
ROAD SAFETY Basic Intermediate Advanced

First, before crossing the road, make sure you look to your left, to your right and then left again.



Sound: NG11905
Effect: Custom Edit...
Sync: Start Repeat 1
44 kHz Stereo 16 Bit 67.2 s 806.9 kB

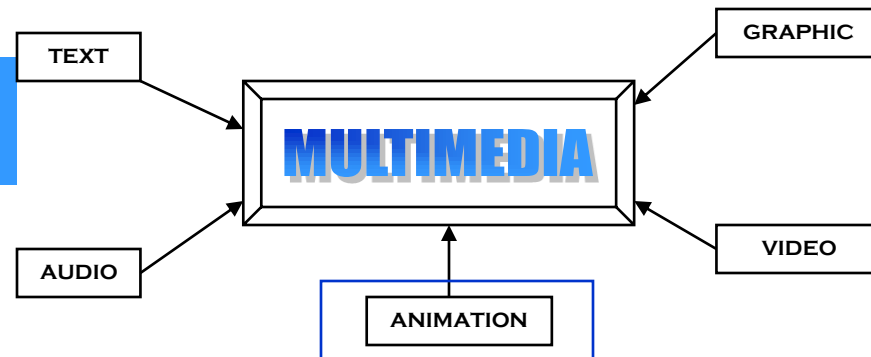
ELEMENTS OF MULTIMEDIA



- Animation is the process of sequencing still images in rapid succession to give the effect of live motion.
- In multimedia, animation is used to further enhance / enriched the experience of the user to further understand the information conveyed to them.

ELEMENTS OF MULTIMEDIA

ANIMATION



- Example

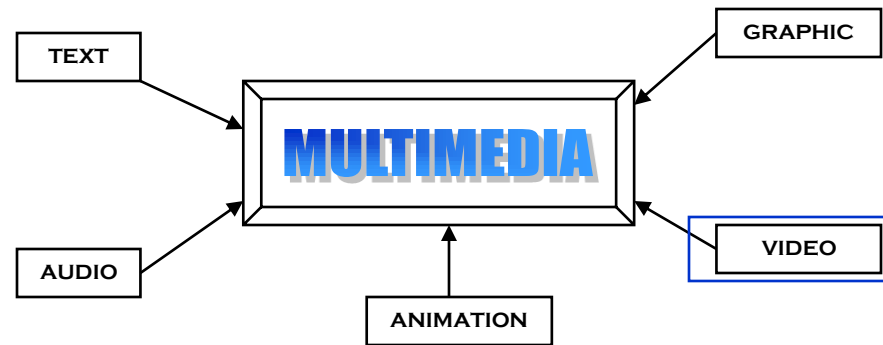
ROAD SAFETY Basic Intermediate Advanced

First, before crossing the road, make sure you look to your left, to your right and then left again.

A screenshot of a road safety educational interface. At the top, there are three tabs: 'ROAD SAFETY', 'Basic', 'Intermediate', and 'Advanced'. Below the tabs is a text instruction: 'First, before crossing the road, make sure you look to your left, to your right and then left again.' Below the text is a 2D illustration of a yellow character with a neutral expression, looking towards three stylized green trees with brown trunks against a light blue background.

ELEMENTS OF MULTIMEDIA

VIDEO



- Is the technology of capturing, recording, processing, transmitting, and reconstructing moving pictures.
- Video is more towards photo realistic image sequence / live recording as in comparison to animation.
- Video also takes a lot of storage space. So plan carefully before you are going to use it.

INTERACTIVE MULTIMEDIA

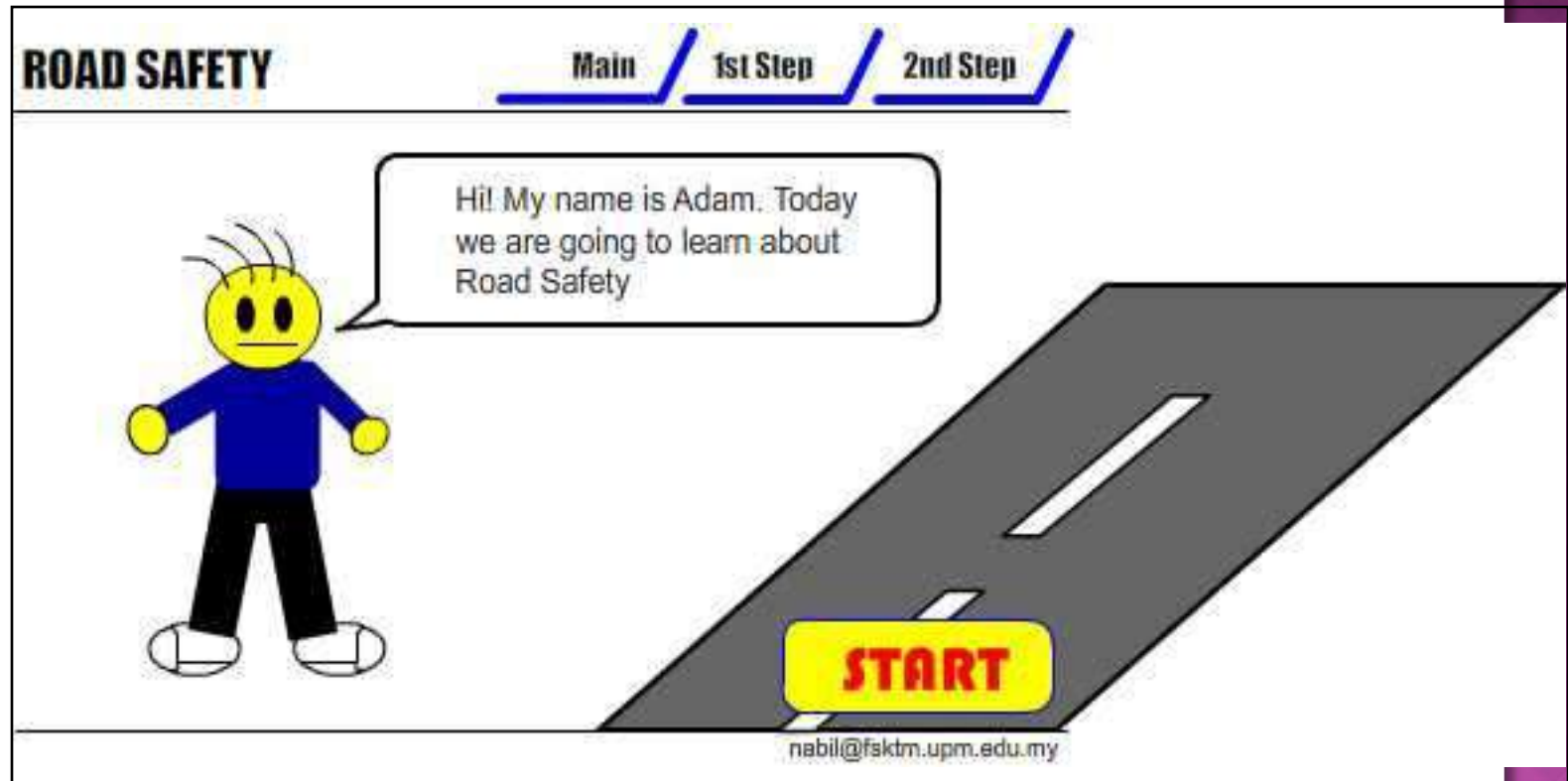
- When the user is given the option of controlling the elements.

Hyper Media

- A combination of hypertext, graphics, audio, video, (linked elements) and interactivity culminating in a complete, non-linear computer-based experience.

EXAMPLE

◉ Interactive Multimedia

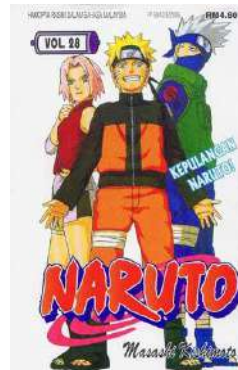


EXAMPLE

Hyper Media



- Main Page
1. Video link
 2. Image link
 3. Audio Link



LINEAR VS NON-LINEAR

LINEAR

- ◉ A Multimedia Project is identified as Linear when:
 - It is not interactive
 - User have no control over the content that is being showed to them.
- ◉ Example:
 - A movie
 - A non-interactive lecture / demo show

LINEAR VS NON-LINEAR

NON-LINEAR

- A Multimedia Project is identified as Non-Linear when:
 - It is interactive
 - Users have control over the content that is being showed to them.
 - Users are given navigational control
- Example:
 - Games
 - Courseware
 - Interactive CD

IMPORTANCE OF MULTIMEDIA

- ⦿ There are a number of fields where multimedia could be of use. Examples are:-
 - Business
 - Education
 - Entertainment
 - Home
 - Public Places



IMPORTANCE OF MULTIMEDIA

◎ Business

- Use and Applications
 - Sales / Marketing Presentation
 - Staff Training Application
 - Company Kiosk



IMPORTANCE OF MULTIMEDIA

○ Education

- Use and Applications
 - Courseware / Simulations
 - E-Learning / Distance Learning
 - Information Searching



IMPORTANCE OF MULTIMEDIA

◉ Entertainment

- Use and Applications
 - Games (Leisure / Educational)
 - Movies
 - Video on Demand
 - Online



IMPORTANCE OF MULTIMEDIA

◉ Home

- Use and Applications
 - Television
 - Satellite TV
 - SMS services (chats, voting, reality TV)



IMPORTANCE OF MULTIMEDIA

○ Public Places

- Use and Applications
 - Information Kiosk
 - Smart Cards, Security

