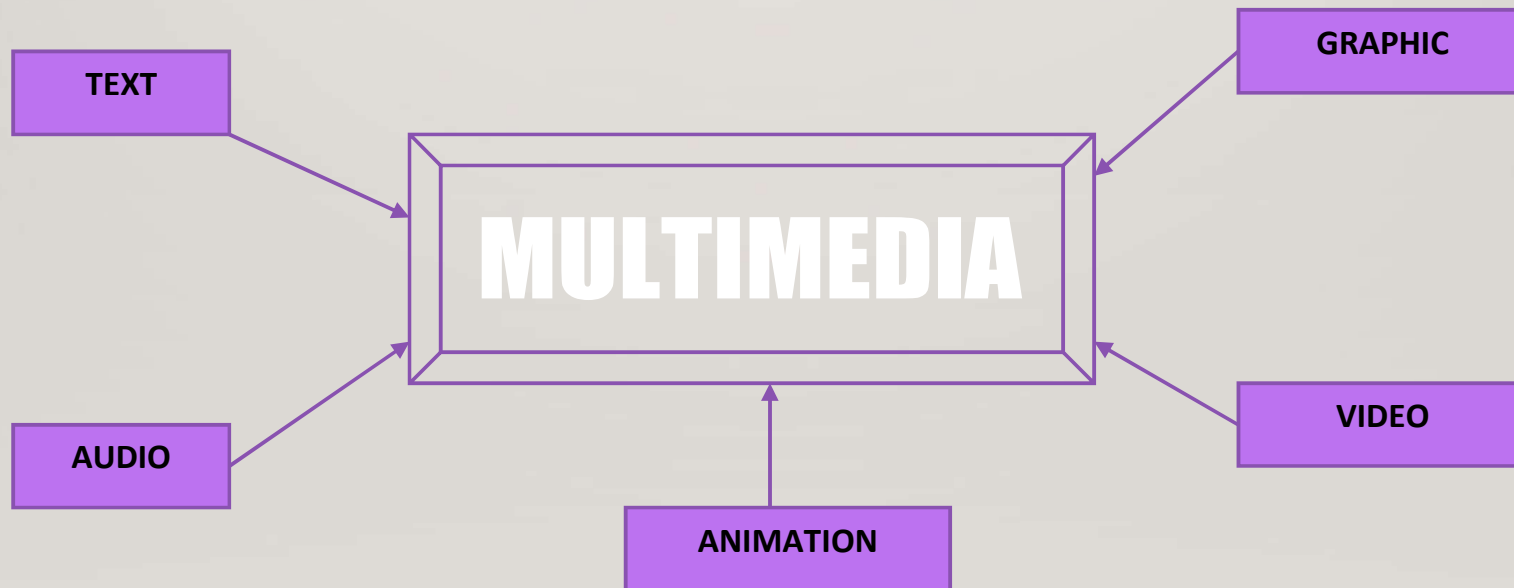


WHAT IS MULTIMEDIA?

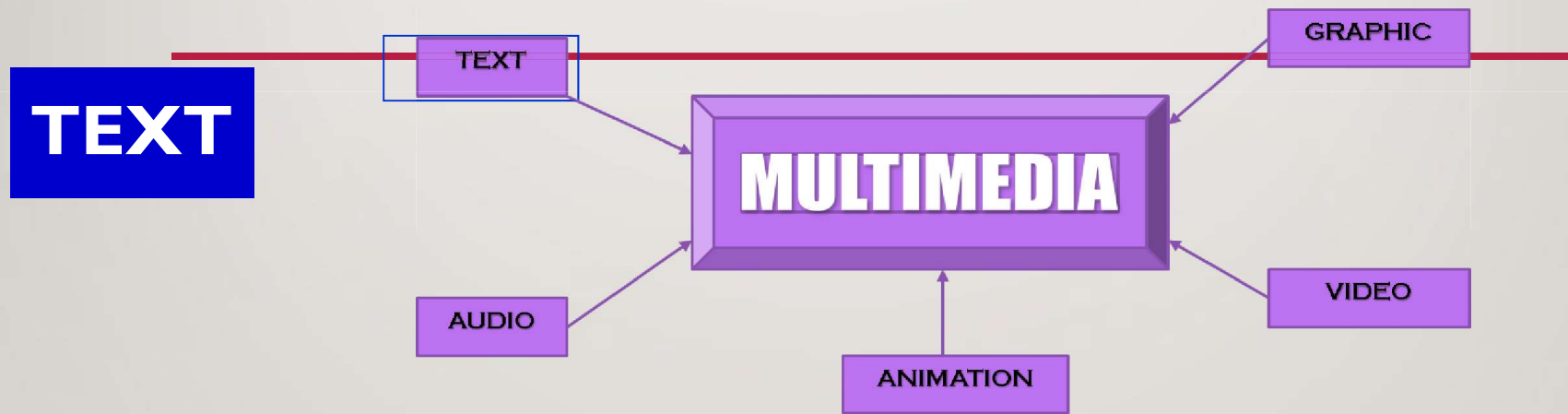
- Derived from the word “Multi” and “Media”
 - **Multi**
 - **Many, Multiple,**
 - **Media**
 - **Tools that is used to represent or do a certain things, delivery medium, a form of mass communication – newspaper, magazine / tv.**
 - **Distribution tool & information presentation – text, graphic, voice,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

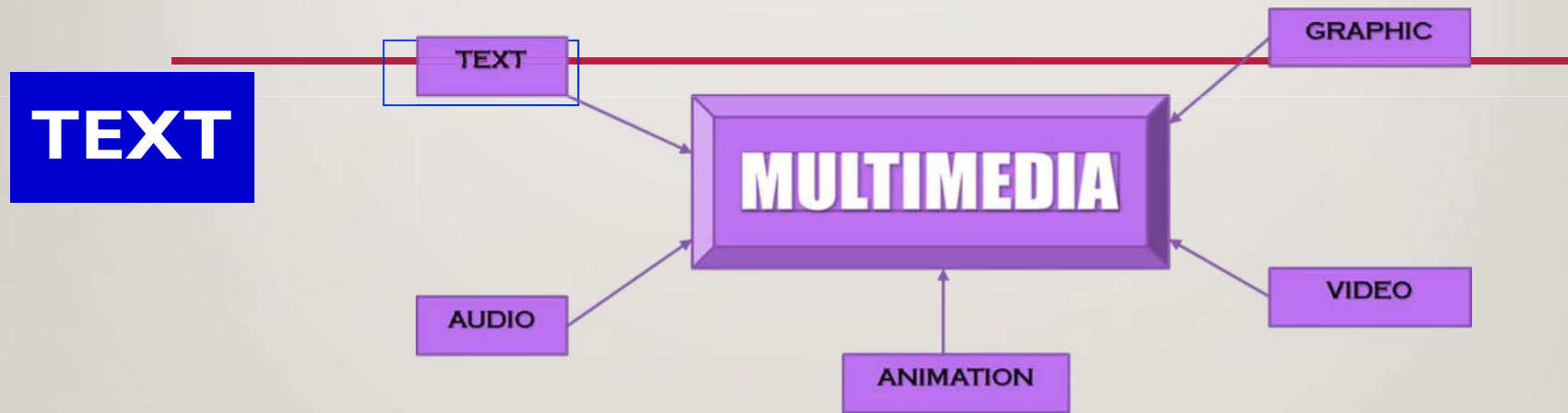


ELEMENTS OF MULTIMEDIA



- 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

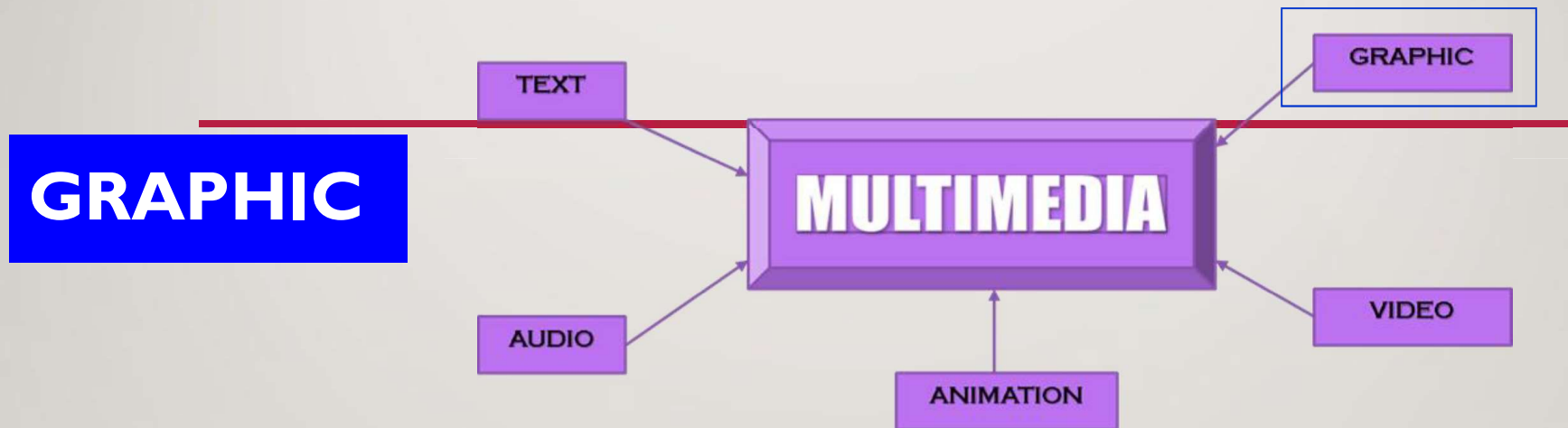
ELEMENTS OF MULTIMEDIA



- Example

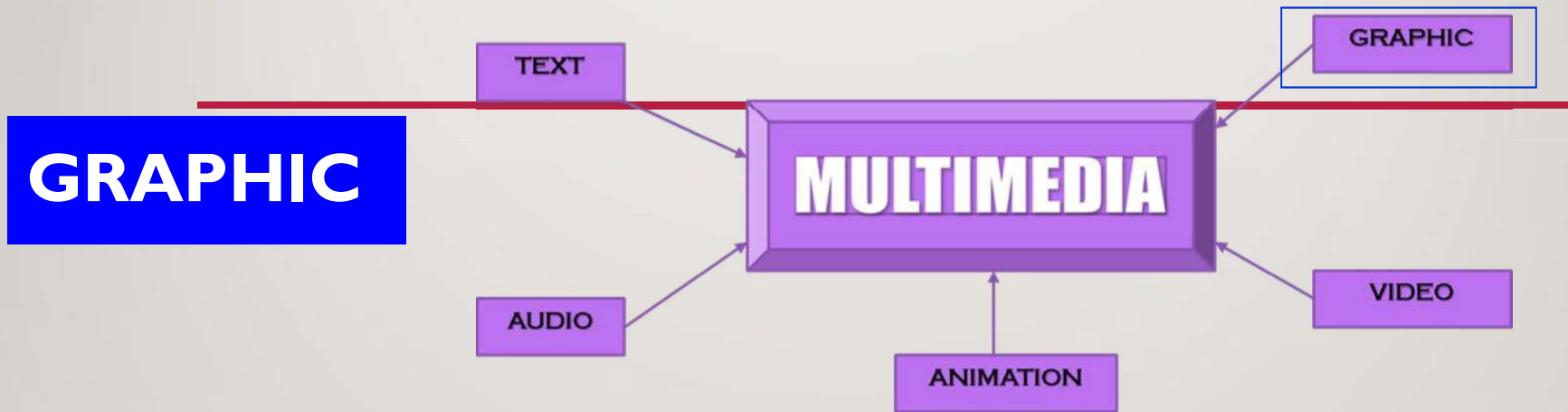
ROAD SAFETY	Basic	Intermediate	Advanced
First, before crossing the road, make sure you look to your left, to your right and then left again.			
Then, walk carefully to cross the road.			

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




- Example

ROAD SAFETY Basic Intermediate Advanced

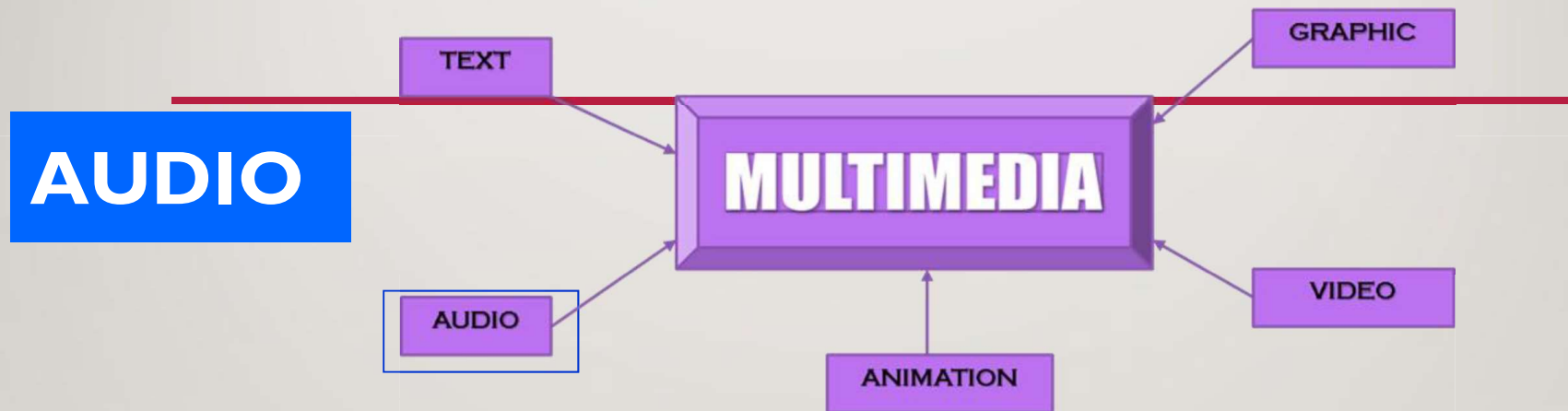
First, before crossing the road, make sure you look to your left, to your right and then left again.



Then, walk carefully to cross the road.

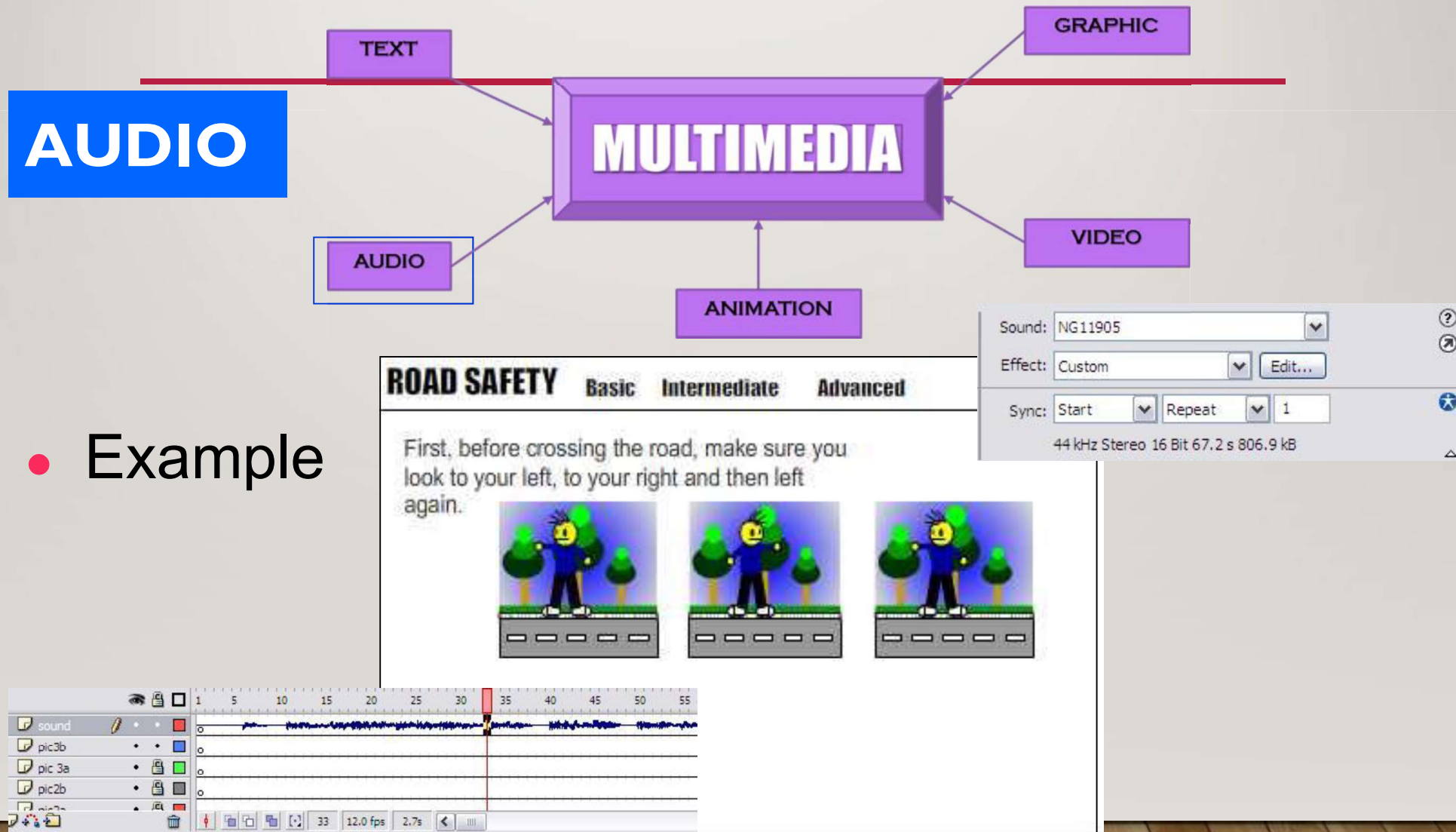


ELEMENTS OF MULTIMEDIA



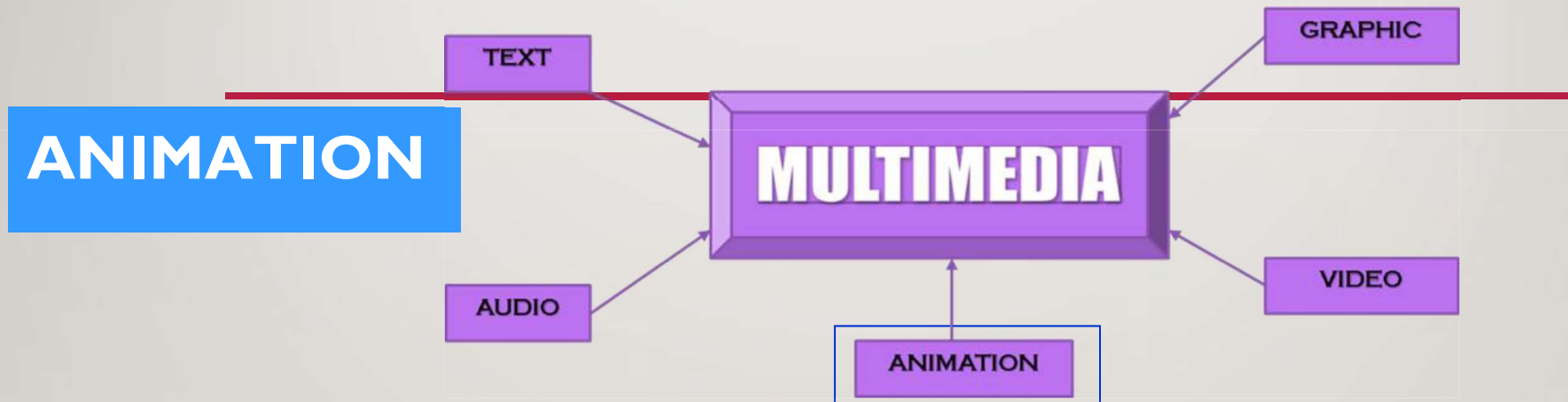
- Produced by vibration, as perceived by the sense of hearing.
- In multimedia, audio could come in the form of speech, sound effects and also music score.

ELEMENTS OF MULTIMEDIA



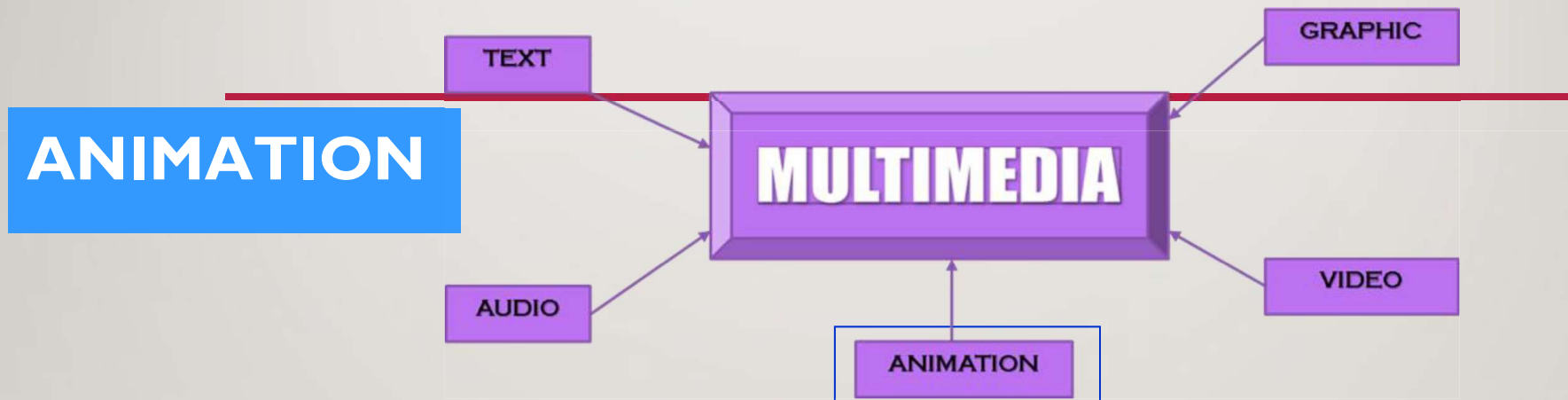
- Example

ELEMENTS OF MULTIMEDIA



- The illusion of motion created by the consecutive display of images of static elements.
- 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



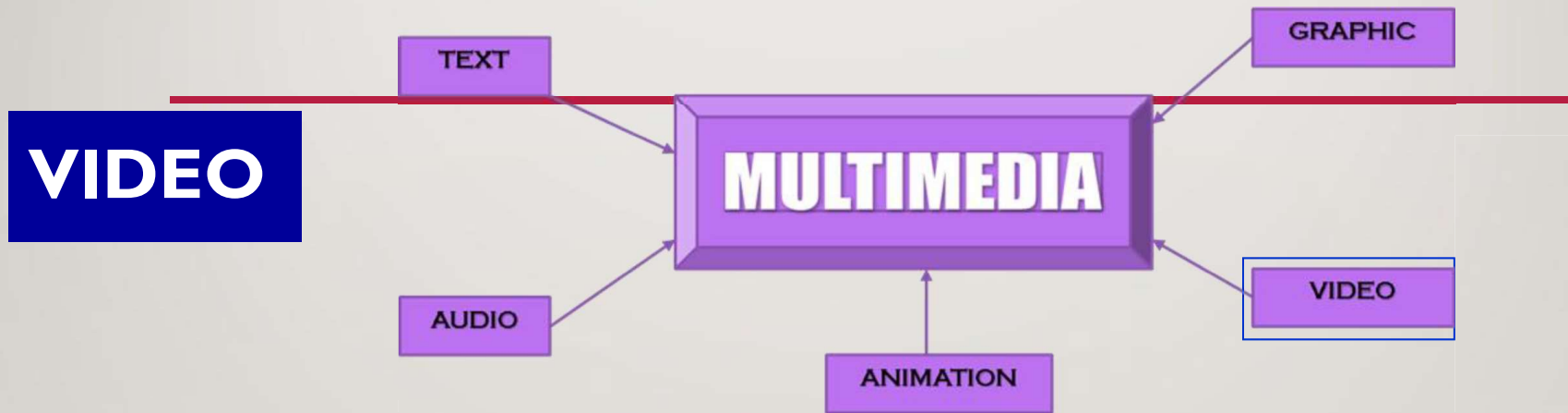
- Example

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 cartoon illustration of a yellow character with a sad face, looking towards three stylized green trees on a road.

ELEMENTS OF MULTIMEDIA



- 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

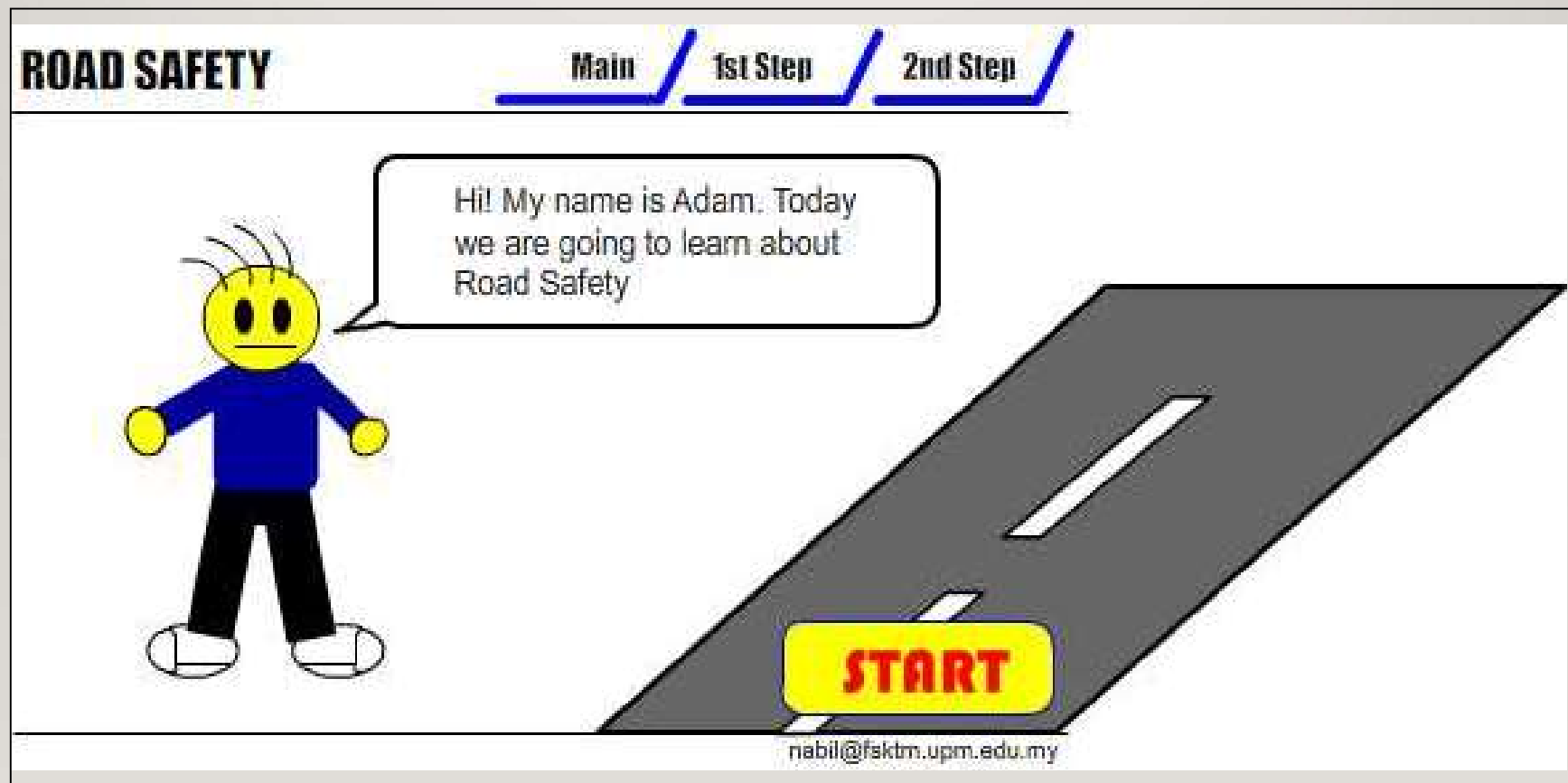
- When the user is given the option of controlling the elements.

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

- R. • 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

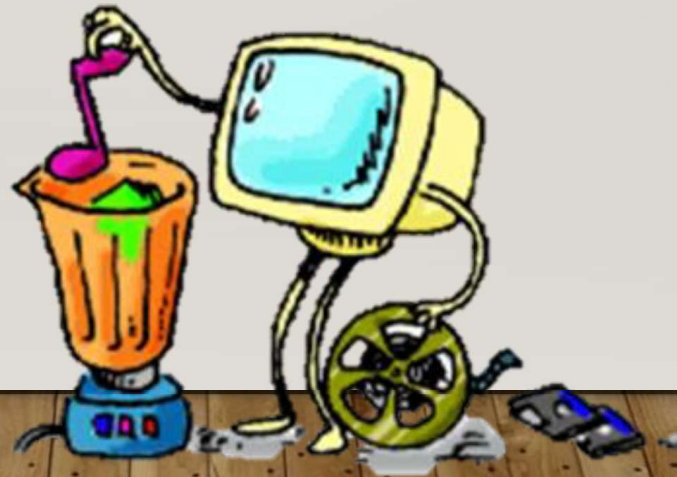
LINEAR VS NON-LINEAR

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

AUTHORING TOOLS

- Use to merge multimedia elements (text, audio, graphic, animation, video) into a project.
- Designed to manage individual multimedia elements and provide user interaction (if required).



AUTHORING TOOLS

● Example:

Macromedia Author ware

Macromedia Director

Macromedia Flash

Microsoft Power Point

