

Multimedia

Chapter 6



Multimedia



- What is **multimedia**?
Any combination of text, graphics, sound, animation and video delivered to you by computer or other electronic means.



- Text
- Graphics
- Animation
- Audio
- Video

Multimedia



Multimedia excites eyes, ears, fingertips, and most importantly, the head.

When you allow an end user- the viewer of a multimedia project- to control the multimedia elements, it is **interactive multimedia**.

When you provide a structure of linked elements, interactive multimedia becomes **hypermedia**.

Multimedia



Where to use **Multimedia**?

Multimedia is appropriate whenever a human interface connects a human user to electronic information of any kind.

Multimedia enhances traditional text only - computer interface, and also holds attention and interest.

Multimedia in Business



Business applications for multimedia include presentations, training, marketing, advertising, product demos, databases, catalogues, voice mail, and networked communications.

(For example: Mechanics learn to repair engine and Salespeople learn about product lines.)

Multimedia in School



Schools are perhaps the most needy destination for multimedia.

**Multimedia for learning takes many forms.
(e.g. using animation and audio, text and audio etc.)**

Multimedia at Home



From gardening to cooking to home design, remodeling, and repair software, multimedia has entered home. Eventually, most multimedia projects will reach the home via television sets or monitors.

The home of the future will be very different when the cost of players and multimedia televisions becomes mass-market affordable and the multimedia connection is widely available.

Multimedia in Public Places



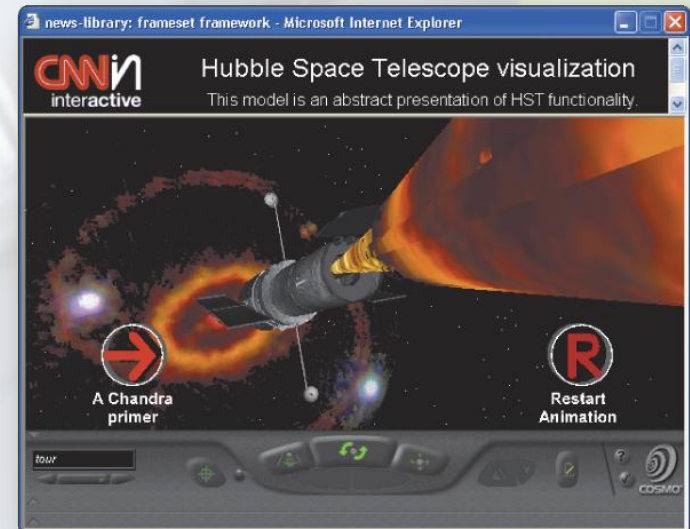
In hotels, train stations, shopping malls, museums, and grocery stores, multimedia will become available to provide information and help. Such installations reduce demand on traditional information booths and personnel, add value, and they can work around the clock, even in the middle of the night, when live help is off duty.

Multimedia in the World Wide Web



What is **virtual reality (VR)**?

- Use of computers to simulate real or imagined environment
- Appears as a three dimensional (3-D) space
 - Used for games and many practical applications



Making Multimedia



The stages of a project

Most multimedia and web projects must be undertaken in stages. Some stages should be completed before other stages begin, and some stages may be skipped or combined.

- Planning and costing
- Designing and producing
- Testing
- Delivering

Stages of a Multimedia project



- 1. Planning and costing:** A project always begins with an idea or a need that you refine by outlining its messages and objectives.
- 2. Designing and producing:** Perform each of the planned tasks to create a finished product.
- 3. Testing:** Always test your programs to make sure they meet the objectives of your project, they work properly on the intended delivery platforms, and they meet the needs of your client or end user.
- 4. Delivering:** Package and deliver the project to the end user.

What you need?



You need hardware, software, and good ideas to make multimedia. To make good multimedia you need talent and skill. You will also need time, money, and the help of other people, as multimedia is often a team effort.

Hardware



➤ Input Devices

Keyboards, Mice, Trackballs, touch screens, graphics tablets, flatbed scanners, voice recognition systems and digital cameras.

➤ Output Devices

Audio Devices, Monitors, printers, projectors,

Software



➤ Text editing and word processing

Microsoft word

➤ Painting and Drawing Tools

Paint shop pro, adobe illustrator

➤ 3-D Modeling and animation Tools

3D studio max

Software



➤ **Image-Editing Tools**

Adobe Photoshop

➤ **Sound editing Tools**

Wave Studio, Gold Wave

➤ **Animation, Video, and digital Movie Tools**

Macromedia Director, Adobe premiere

Multimedia Users



- **Novice users:** People who have never used the application before, or have only used it very briefly.
- **Experts:** They are familiar with the software and use it extensively.
- **Occasional users:** Occasional users are those, such as teachers, managers, lawyers etc. Who use an application to do certain things, without ever becoming experts in the use of all the facilities of the package.

Multimedia Users



- **The older user:** The elderly suffer a decline in short-term memory performance and reaction time with age, so tasks should avoid either of these wherever possible.
- **Users with special needs:** This group is really many groups. There are users with vision and hearing impairments, physical and mental special needs and possibly cultural and religious special needs.