

# What is multimedia?

# Definition of Multimedia

- A combination of digitally manipulated text, photographs, graphic art, sound, animation and video elements.
- **Interactive multimedia:** when the user is allowed to control what and when elements are delivered.
- **Hypermedia:** When the user is provided with a structure of linked elements through which the user can navigate.

# Primary Multimedia delivery methods

- Usually multimedia projects need a large amount of digital memory. Therefore, they are often stored on CD-ROM or DVDs
- Multimedia includes web pages in HTML or XML on WWW and can include rich media created by various tools using plug-ins.
- Websites with rich media require large amounts of bandwidth.

# Characteristics of Multimedia

- Can be nonlinear (interactive) or linear (passive)
- Can contain structured linking (hypermedia)
- Multimedia titles are produced using authoring tools.
- Multimedia production requires creative, technical, organizing and business ability.

# Uses of Multimedia



# Application areas of Multimedia

- Education: E-books and magazines
- Training
- Marketing
- Advertising
- Entertainment: Feature movies
- Real time news reports
- Video Conferencing
- Databases: Street maps of cities
- Online travelogues
- Product demos
- Network Communications

# Business Applications

- Business applications for multimedia include presentations, training, marketing, advertising, product demos, databases, catalogs, instant messaging, and network communications.
- Voice mail and video conferencing are provided on many local and wide area networks (LAN and WAN) using distributed networks and Internet protocols.

# Multimedia in Schools

- Multimedia has provoked radical changes in the teaching process during the last few years.
- The learning process has changed from passive-learner to active-learner after the introduction of multimedia to the teaching style.

# Virtual Reality

- VR is an extension of multimedia-it uses the basic multimedia elements of imagery, sound and animation.
- In VR, the cyberspace is made up of many thousands of geometric objects plotted in 3 dimensional space.
- VR deals with goggles, gloves and helmets and requires terrific computing power to be realistic.

# Some keywords

- **Scripting/Storyboarding:** determining how a user will interact with and navigate through the content of a project.
- **Authoring tools** are used to combine the multimedia elements into a project.
- **Graphical User Interface (GUI)** facilitates the user to interact with any project by editing and creating images or text and playing back audio and video files.