Introduction to Multimedia

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What is Multimedia?

- Using more than one media element.
  - Sound, Text, Video, Graphics, Animation
- More applications used more of our senses are activated
- Give Life to Information
- Encourages users to embrace and internalize

Interactive Multimedia

- To respond directly and to control any or all of these media elements
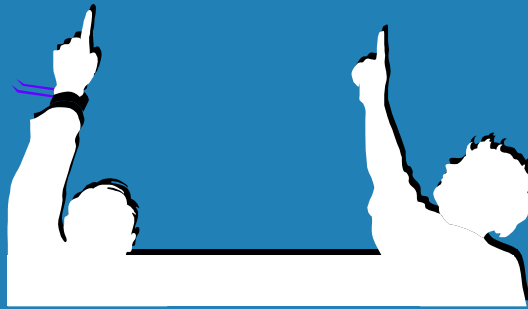- Active participants vs Passive recipients

Categories of Multimedia

- Linear media: Start at the beginning and progress through a set of sequence of events until they reach the end.

Categories of Multimedia cont.

- Non-Linear Media: user has control over the order of events

History of Multimedia

- Began with silent movies
- Sound occurred about 50 years ago
- As technology improves, multimedia techniques improve
- More uses has created a larger demand
- Digitized world
- Growth of Internet

Reasons to Use Multimedia

- Inspiration from different sources
- Accommodation of learning styles
- People remember only
  - 20% sight
  - 30% hear
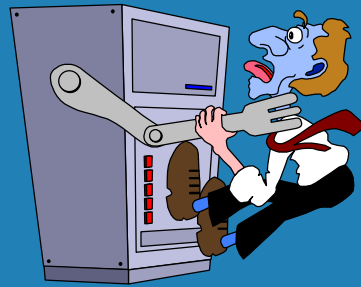
They Remember 80% when they Interact with it
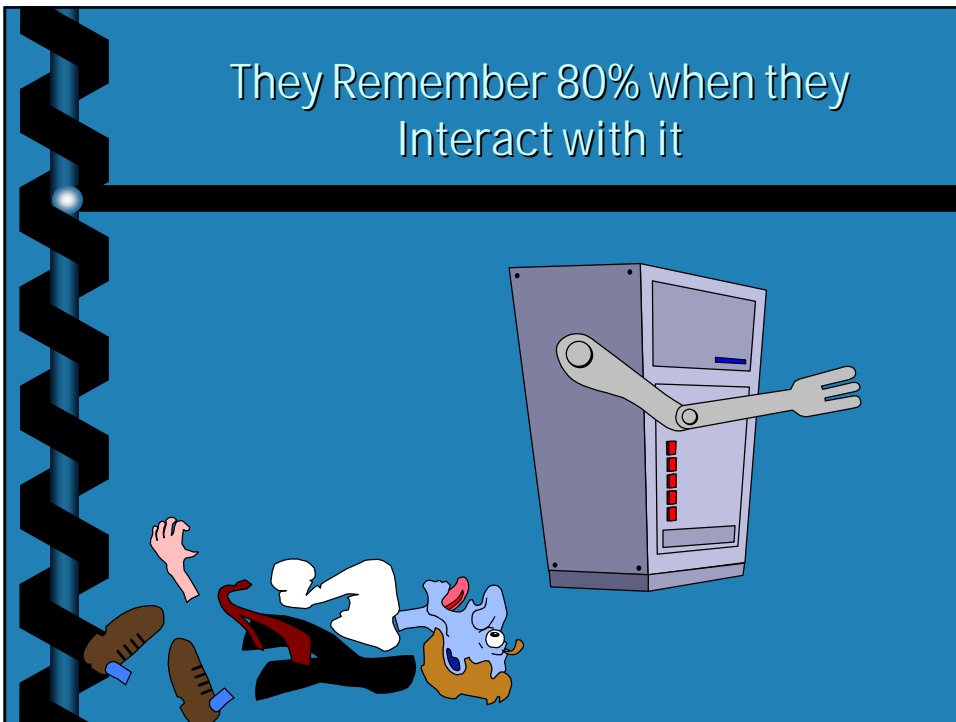
Multimedia Elements

- Text:
  - Hypertext, Hotword, True Type fonts, Printer fonts, Kerning, Leading, Screen fonts
- Graphics:
  - Clip Art, Charts, Stock photography, Digital cameras, scanners
- Animation:
  - Convey information that is important
  - Change or movement

Multimedia Elements cont.

- Sound: Any sound digitized is called audio
  - Midi, WAV, AIF, AU
- Video: Used to illustrate a proper technique or advertise
  - AVI, MOV
  - Large files, 5 sec. = 5mb
- Bandwidth: Amount of data a channel can carry

Multimedia Applications

- World Wide Web
- HTML editors
- CBT: Computer Based Training
- CAT: Computer Assisted Training
- MCIA: Multimedia Computer-assisted instruction
- International Access
- Standard Use
- Ensuring a level or mastery
- Update skills of current employees
- Immediate feedback
- Simulated experiences

Multimedia Applications cont.

- Electronic References
- Push Technology
- Kiosk
- Advertise and marketing
- Electronic catalogs and malls
- Games
- Up-to-date articles
- Software on demand
- Free standing information stations
- Grab Attention and online slide shows
- Marketing Goods and purchases
- Edutainment

Multimedia Careers

- Wide variety of Demand for product and services
- Its value and creative use
- Team effort
  - Range from 2 to 20 positions
  - May require you to do 2 or more position