

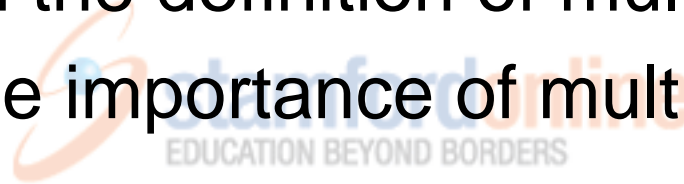
Week 1: Introduction to Multimedia



**MCG 301
Multimedia**

Learning Outcome

- At the end of the lecture, students will be able to:
 - understand the definition of multimedia
 - describe the importance of multimedia



What is multimedia?

Multimedia means that computer information can be represented through audio, video, and animation in addition to traditional media (i.e., text, graphics/drawings, images).

Definition:

Multimedia is the field concerned with the computer controlled integration of **text**, **graphics**, **drawings**, **still** and **moving images (Video)**, **animation**, **audio**, and any other media where every type of information can be represented, stored, transmitted and processed digitally.

Multimedia Application

A Multimedia Application is an application which uses a collection of multiple media sources e.g. text, graphics, images, sound/audio, animation and/or video.

Multimedia developers?

The people who weave multimedia into meaningful tapestries are known as multimedia developers.

Multimedia projects?

The software vehicle, the messages, and the content presented on a computer or television screen together constitute a multimedia project.

A multimedia project need to be interactive to be called multimedia.

Importance of Multimedia

1. Ease of use

- Easier to use by end-user.
- Increase the user's effectiveness.
- User becomes less dependent on instructions.



2. Intuitive interface

- Obvious responses to icons.
- Simple selection of control and navigation buttons -> they look like what it's intended to do.

Importance of Multimedia

3. Immerse experience

- Application takes over the entire computer screen.
- Removing the distraction of the computer's Operating System.
- Easier to focus on the application.



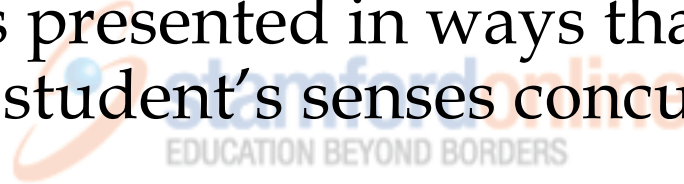
4. Self-Paced Interaction and Better Retention

- The ability to process information at one's own pace is crucial to their success.
- For example, you can spend 10 hours with a multimedia encyclopedia or just 10 minutes.

Importance of Multimedia

5. Better Understanding of the Content

- Better comprehend the material.
- Multimedia Computer-based Training (CBT).
- Students learn better and more easily when information is presented in ways that stimulate several of the student's senses concurrently.



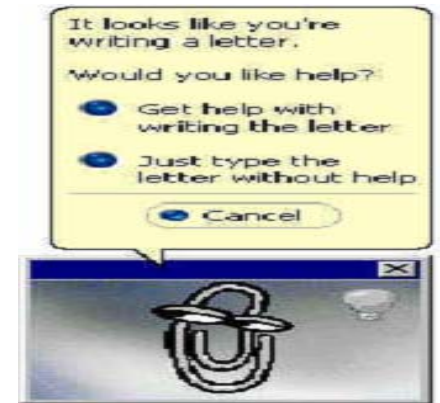
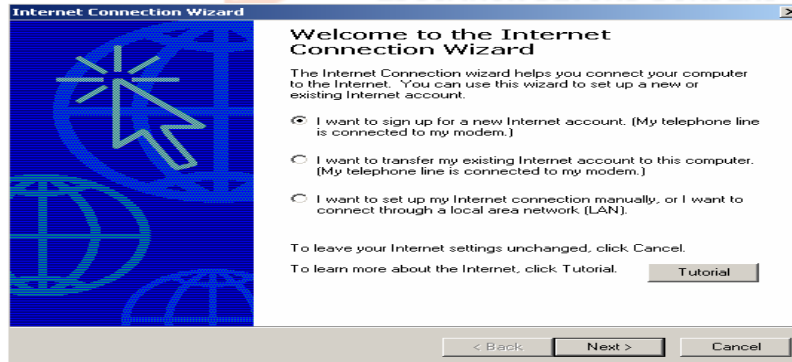
6. Cost Effectiveness

- Compared to an application that requires an expensive printing cost, in-depth training manual, and continuous technical support needed for a non-multimedia application, the cost saving benefits become apparent.

Importance of Multimedia

6. More Fun = Greater Efficiency

- Software wizards: programs that take you through a series of prescribed steps to quickly accomplish a job.
- Digital assistants: programs that catch errors or suggest better methods.



Examples of Software Wizard and Software Digital Assistant (Agent)

Job Opportunities in Multimedia Production

Product Marketing & Promotion

- TV commercials
- Multimedia advertising
- Video-based marketing and promotion
- Marketing web-page development



Entertainment

- Film special effects
- Video animation
- Interactive TV
- Virtual reality simulations
- Internet game development
- Kiosk design

Job Opportunities in Multimedia Production

Scientific Research

- Medical and dental
- Physics simulations
- Chemical modelling
- Astronomical research
- Mathematical research

Real Estate Development

- Site-use studies
- Architectural design
- Landscape design
- Structural Engineering
- Property sales

Job Opportunities in Multimedia Production

Education

- Edutainment software
- Educational software
- Distance learning
- Web pages
- Multimedia textbooks



Application areas for multimedia

- Multimedia can be applied to all fields of human communications. These can be used in the following areas:
 - **P**resentations
 - **E**ntertainment
 - **A**dvertising
 - **R**eference
 - **L**earning
 - **S**imulation



Example of work done by Mass com student

- Montage
 - Advertisement
 - Flyers
 - Movie editing
 - Documentary
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- Discuss the use of each element...the effectiveness of using each component.

