Chapter 1

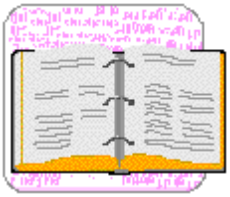
Introduction to Multimedia

What is Multimedia?

Multimedia is any combination of text, graphic art, sound, animation, and video, delivered by computer or electronic Means

Multimedia element

Text



Graphics

Sound

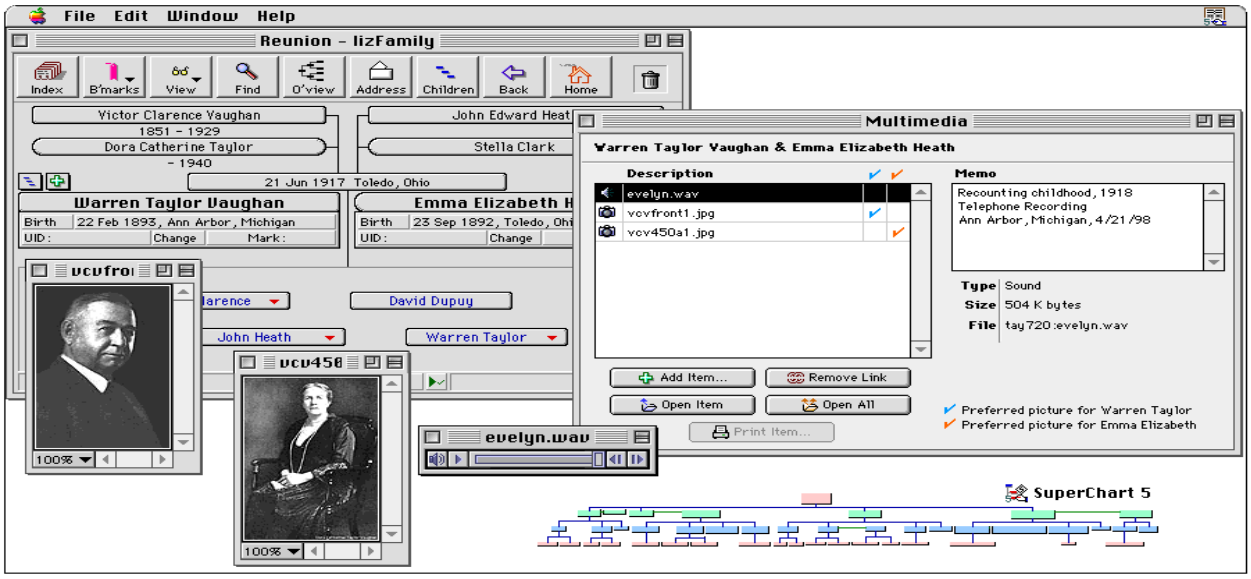
Animation

Video

Multimedia takes may forms

- Conferencing
- Movies
- Photo albums
- Image catalogs
- Greeting Cards

Creating and Delivering Multimedia



Producing a Multimedia Project Requires

1. technology tools
2. knowledge of ownership and copyright rules
3. creative skill
4. organizational and business talent

Where Do You Begin?

1. Study each element of Multimedia
2. Visit web sites
3. Read trade periodicals
4. Learn tools to create or edit that element
5. Learn to use texts and fonts effectively
6. Learn how to make and edit colorful images
7. Learn how to animate images into movies
8. Learn how to record and edit sound

Types of Multimedia

1. Interactive multimedia
2. Hyperactive multimedia
3. Linear multimedia

Requirements Delivering and Using Multimedia

Multimedia requires:

–large amounts of digital memory and network bandwidth;

–GUI (“gooey”) - a graphical user interface

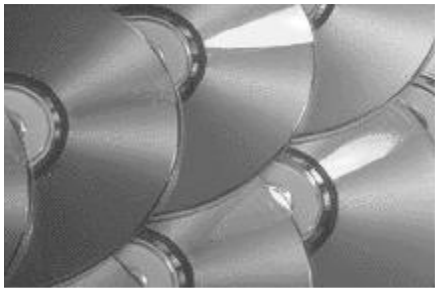
–CD-Rom or DVD technology for storage

In the future these may be replaced by “connected” fiber, and radio/cellular technology

–DVD – Digital Versatile Disc

-Multimedia demands bandwidth

-CD-ROMs hold 650-700 MB (80 minutes of full screen video)

-DVD-ROMs hold 4.7-18 GB

-Multimedia can be delivered on line