

## Another Definition

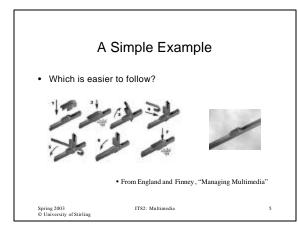
"When you weave together the sensual elements of multimedia - dazzling pictures and animations, engaging sounds, compelling video clips, and raw textual information - you can electrify the thoughts and action centers of people's minds. When you give them interactive control of the process, they can be enchanted. Multimedia excites eyes, ears, fingertips, and, most importantly, the head."

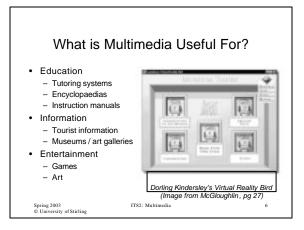
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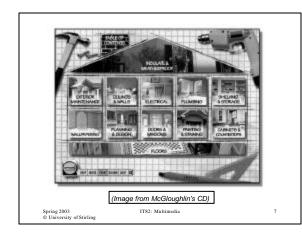
Tay Vaughan, "Multimedia: Making It Work"

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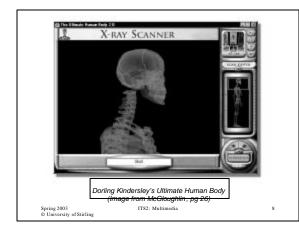
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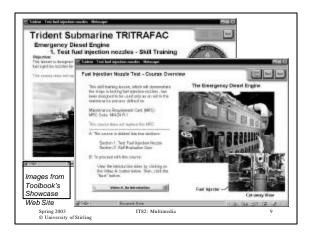


















## How is Multimedia Built?

- Using mixed media
  - Paper / videos / stereos / film / lasers
  - Art works using mixed media have been around for years
  - Not very portable!
- · Using computers
  - Digitization of media
  - Output on computer monitor or projection display
  - Replaces separate devices
  - Almost ubiquitous

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## How is Multimedia Delivered? • Offline – Installations / kiosks

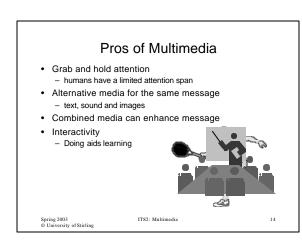
- single site with known hardware
- CD-ROM / DVD / Software download
- multiple sites with no control over target hardware
- Just you and the computer
  - no feedback or interaction
- Online
  - Communication over networks
    - limited bandwidth
  - User requires plugins
  - Feedback and interaction possible

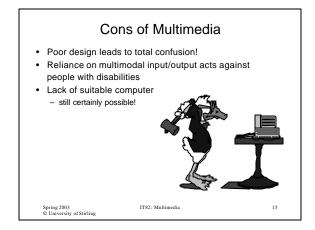
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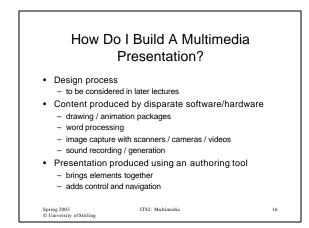
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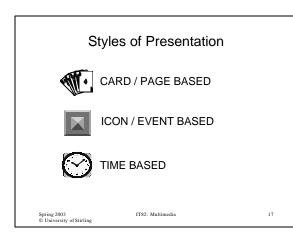


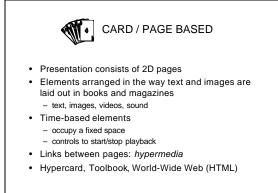






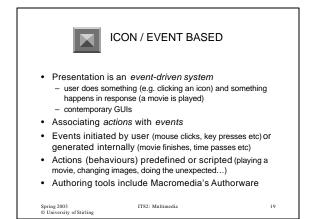






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- Time is the organizing principle
- · Elements arranged on a timeline
  - presented in sequence (e.g. like a slide show)
  - parallelism: more than one thing going on at once - synchronization (e.g. display text while video is playing)
- · May still incorporate some user control
- De facto standard time-based authoring tool is Macromedia's Director

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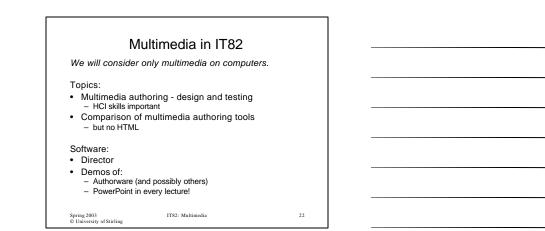
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The Complete Presentation · Actually most multimedia presentations contain aspects of all three presentation styles • Elements laid out in space · Elements change over time · Elements change under user control / navigation

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## Multimedia Books • Stephen McGloughlin: "Multimedia: Concepts and Practice", Prentice-Hall, 2001 • Tay Vaughan: "Multimedia Making it Work", McGraw Hill, 1998 • Elaine England and Andy Finney: "Managing Multimedia", Addison Wesley, 1998

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