

## Unit 17 - Multimedia Assignment 1

### Introduction/Summary

Multimedia is a method of communication that uses text, images, audio, video to easily share information.

In this assignment, I will be reviewing two multimedia products and comparing them.

### First Product

The advert was a short video with music for the PS5 console.

#### How they have been made to be fit for purpose

The target audience is mostly aimed towards younger people and was suitable for people of all ages to watch and would target people with a disposable income and are interested or like gaming. The user would require a device with a screen that can access the internet. The video was short enough with good music to keep people engaged and not get bored.

#### Description of the features of each product

The video ran smoothly with no buffering and no difficulties playing. It was short enough for most people to load without trouble and was posted on a good website that was easy to find. The audio was mostly music and matched the theme and pace of the video. The purpose is to make it easy for people to access and make it exciting and entertaining to watch.

There was not much to interact with as it was a video, except you can jump to any point in the video and subtitles for people who know other languages and different video qualities for people who have a slow or fast internet connection. The purpose of this is so more people can watch, for example, people who do not know the language or with a bad internet connection.

#### What the intended effect on the audience/user

The intended effect was to promote their console, make people excited and want to buy one. A multimedia product can be used to show more information and make it more engaging and exciting.

#### A description of the strengths and weaknesses

##### Strengths

The video was good quality and made everything looked grand, colourful and high budget with good music while there was always something happening on the screen so you wouldn't get bored, and the fast-paced action could make people excited and entertained. The purpose of this is to make people want to buy their product and keep it engaging so people will watch.

##### Weaknesses

The advert was mostly visual, fast paced and lots of flashing lights so it would be difficult for people who cannot see as well to follow along, people who cannot handle something fast paced and people with epilepsy so it would decrease the number of potential buyers for their product.

The advert did not advertise the product being sold because it did not show much about the product, did not say what the advert was for or about and only showed slight references to games in

the background that only certain people might know. The title of the video did not tell you exactly what the advert was about and required an internet connection to watch.

## Second Product

A video game called Call of Duty: World at War

### How they have been made to be fit for purpose

The target audience is mostly aimed towards younger people and is suitable for people aged 13+ to play. The demographic is 18-24 old males though there are plenty that are older and unfortunately younger as well. It was originally intended for people over the age of 16 and would target people with a disposable income that are interested or like gaming and would require either a gaming pc, PlayStation or an Xbox with a monitor or TV and access to the internet to play online multiplayer but can be played offline.

### Description of the features of each product

The game is an action first person shooter set in World War two. When you start the game, you begin at the main menu with options of playing online or offline for campaign, zombies, multiplayer PVP, settings and credits and uses video, audio, images and text to display the game, music and sound effects. The game has some options of customization for things like subtitles or brightness. The purpose of this is to give players lots of variety, options and content for a broader audience and to keep people playing.

### What the intended effect on the audience/user

The intended effect was to provide entertainment and is dedicated and in remembrance of war veterans. It was also made show and make people think about the world war. A multimedia product can be used to show more information and make it more engaging and exciting.

### A description of the strengths and weaknesses

#### Strengths

The game has a very clear direct connection with the source material and uses methods like animation that leads to real footage and matching them together to blur the lines between the actual war and the one their presenting in game to emphasize and give a bigger impact to make the story more enjoyable for players. The use of real historical footage, people and audio is compelling because it reminds you these battles really did happen and the context for what your doing is established and makes the story more interesting for the player which can make them want to play again. The purpose of this is to make the product more enjoyable and replayable.

There are many different sound effects that you would rarely hear the same sound effect twice and many of the sound effects sound great to listen to and provides a sense of realism by giving enemies many ways to be killed and gives players lots of control for immersion. The purpose of this is for replayability and making the game more enjoyable and to give variety and to keep players from getting bored.

The music easily sets the tone and enhances the gameplay making you feel sombre at moments and excited in others, the purpose of this is to make the player feel immersed. The game has different ways it can be played whether it's the campaign, zombie game mode or multiplayer, they all be played online with others and an offline option which offers a good variety for players with different

interests. The purpose of this is to enhance gameplay and so people without internet connection can play as well.

#### Weaknesses

The game is not very suitable for children as it does not pull back with the story, themes and imagery which limits the people who can play either by age or themes and imagery. The game has a lower quality resolution and uses older textures that makes the game look unrealistic which can turn people away and play a newer game. The game is older and is more easily hackable and can make people not want to play as other players are cheating. It requires an internet connection to play online with others.

#### Comparison

The advert was to promote a product and used video and audio to make a short, animated video that had minimal interaction. The game was to entertain and used video, audio and text to make a big interactive video game. The quality of the advert was very good and could have made the game better. The advert could be made better by mixing video and animations of the product. Both the advert and the game were aimed towards the same ages.

#### Conclusion

In conclusion, the advert was not a good product as it did not show what the advert was about or any information about it, so it would not make people want to buy it, even though it was enjoyable to watch. The game was a good product as even though it was old, it did everything very well and made it engaging and enjoyable to play with few downsides.