

Multimedia

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What is Multimedia???

Multimedia is the use of the computer to present and combine text, images(photos), data, sound or music, graphics, animation , audio, and video with links and tools that let user navigate, interact, create and communicate.

It provides and interaction between users and digital information.

Components of Multimedia

Multimedia Software Requirements: For the creation of multimedia on the PC there are hundreds of software available.

Here is some of these software listed below:

- Adobe CS4

- Adobe Dreamweaver

- Gimp , -Photoshop Pro , -Microsoft PowerPoint , Media Players etc

Components Of Multimedia(Content)

- **Text:** most of the information can be provided with the help of text. Text is used as headlines, font-size, etc
- **Audio:** There are several types of sound , which can be used in multimedia. It is generally music , speech or any other sound.
- **Video:** It presents the moving images. It is generally pictures at speed of 15-30 frames per second.
- **Picture/Still images and graphics:** A digital representation of non-text information such as drawings, photos etc are called graphics.

Components Of Multimedia(Content)

- **Animation:** The animation medium presents the sequence of still images of artwork at a rapid speed that looks like the image is moving.

Types Of multimedia

- **Linear:** Linear active content progress without any navigational control for the viewer such as a cinema presentation , television presentation , listening to radio etc
- **Non-Linear:** It offers users interactivity to control progress as used with a computer game or used in self-paced computer based training.

Characteristics Of multimedia

- Multimedia systems must be **computer controlled**.
- Multimedia systems are **integrated**. (eg: images, videos , text)
- The information they handle must be **represented digitally**.
- The interface to the final presentation of media is **usually interactive**.

Advantages Of multimedia

- It increases learning effectiveness
- It provides high-quality video images and audio
- It helps to make advertisement more attractive
- It makes the presentation more useful and interesting.
- It is easy to use.

Disadvantages Of multimedia

- It is expensive to produce the multimedia system
- It is expensive to setup multimedia contents
- It is not always easy to configure
- It is not always compatible
- It needs well trained manpower to create and use it.

Applications/Use/Importance Of Multimedia

- Education
- Entertainment
- Business
- Technology & Science
- Arts
- Engineering

Applications/Use/Importance Of Multimedia

- Multimedia in Marketing & Advertising
- Communication
- Web page

Thank you

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