

# **MULTIMEDIA AND COMPUTER GRAPHICS**

**COURSE MATERIAL NO. 3**

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# Multimedia Elements: Digital Image, Text, and Audio



# Learning Objectives:

## Here's what I will teach you in this course material:

- Explain digital image and the underlying concepts of the digital image in multimedia applications
- Enumerate common file types of digital image for print, web, and general use.
- Explain text and the underlying concepts of text in multimedia applications.
- Enumerate ways of working with text.
- Explain audio and the underlying concepts of audio in multimedia applications.
- Enumerate ways of preparing and adding audio to multimedia.

# Multimedia

- This lesson will explain digital images, texts, and audio and their underlying concepts in multimedia applications.
- Moreover, this lesson will also enumerate types and ways to apply digital images, texts, and audio in multimedia applications.



# Multimedia Elements



# TEXT

- Text is the most widely used and flexible means of presenting information on screen and conveying ideas. Designers should present text in an acceptable way and supplementing it with other media.
- With multimedia technology, text can be combined with other media in a powerful and meaningful way to present information and express moods.

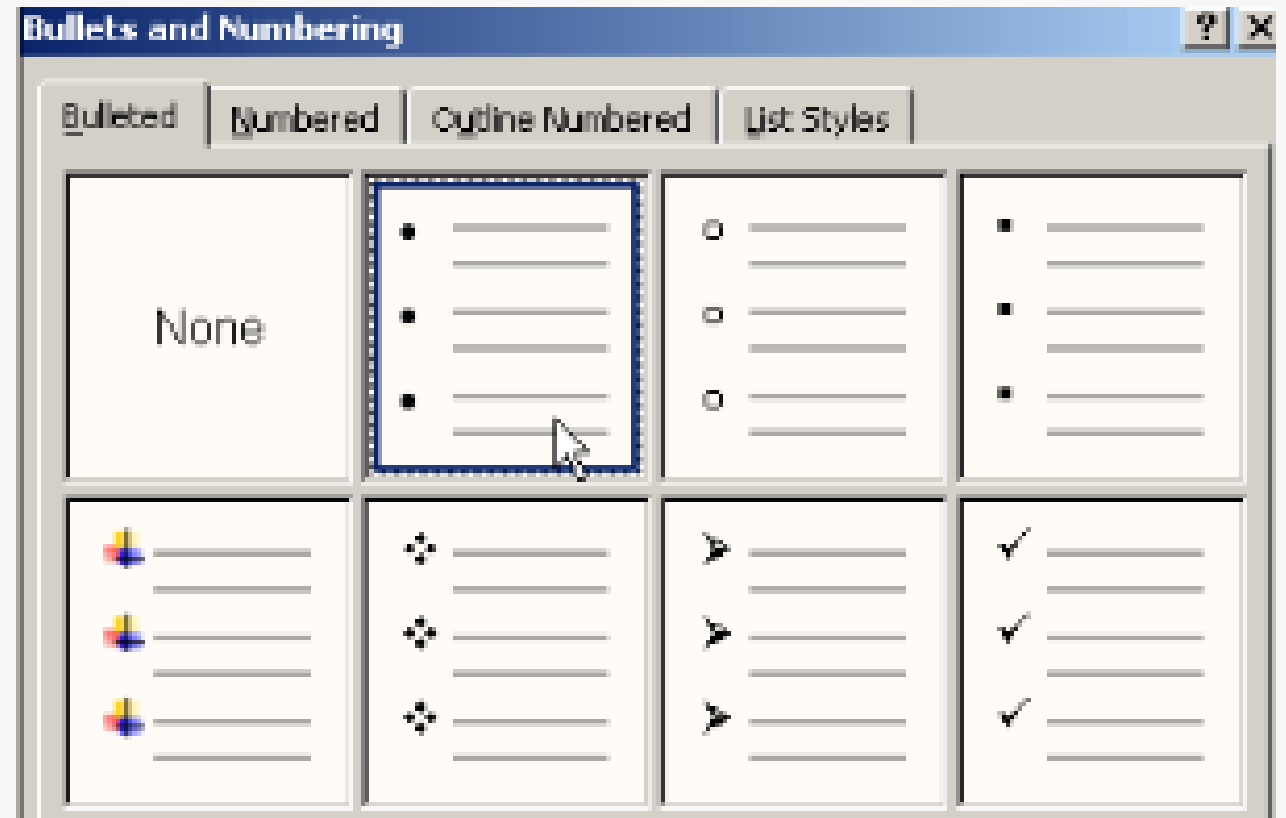
**Of all multimedia elements, text is the easiest to manipulate.**

# TYPES OF TEXT



# Bullet Text

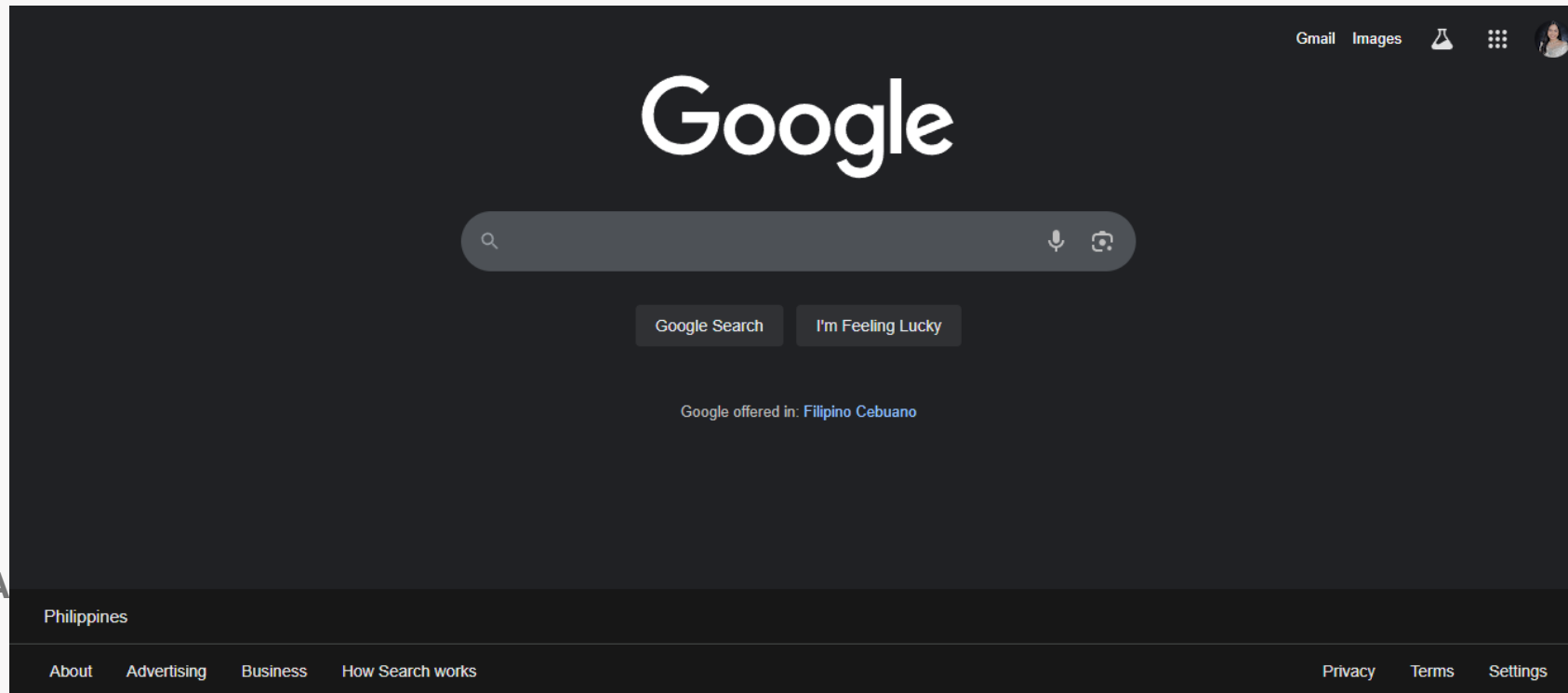
- Are small dots, squares, dashes or graphics that begin a short descriptive phrase.
- Bullets are used rather than sentences as key phrases that the speaker will discuss in the presentation.





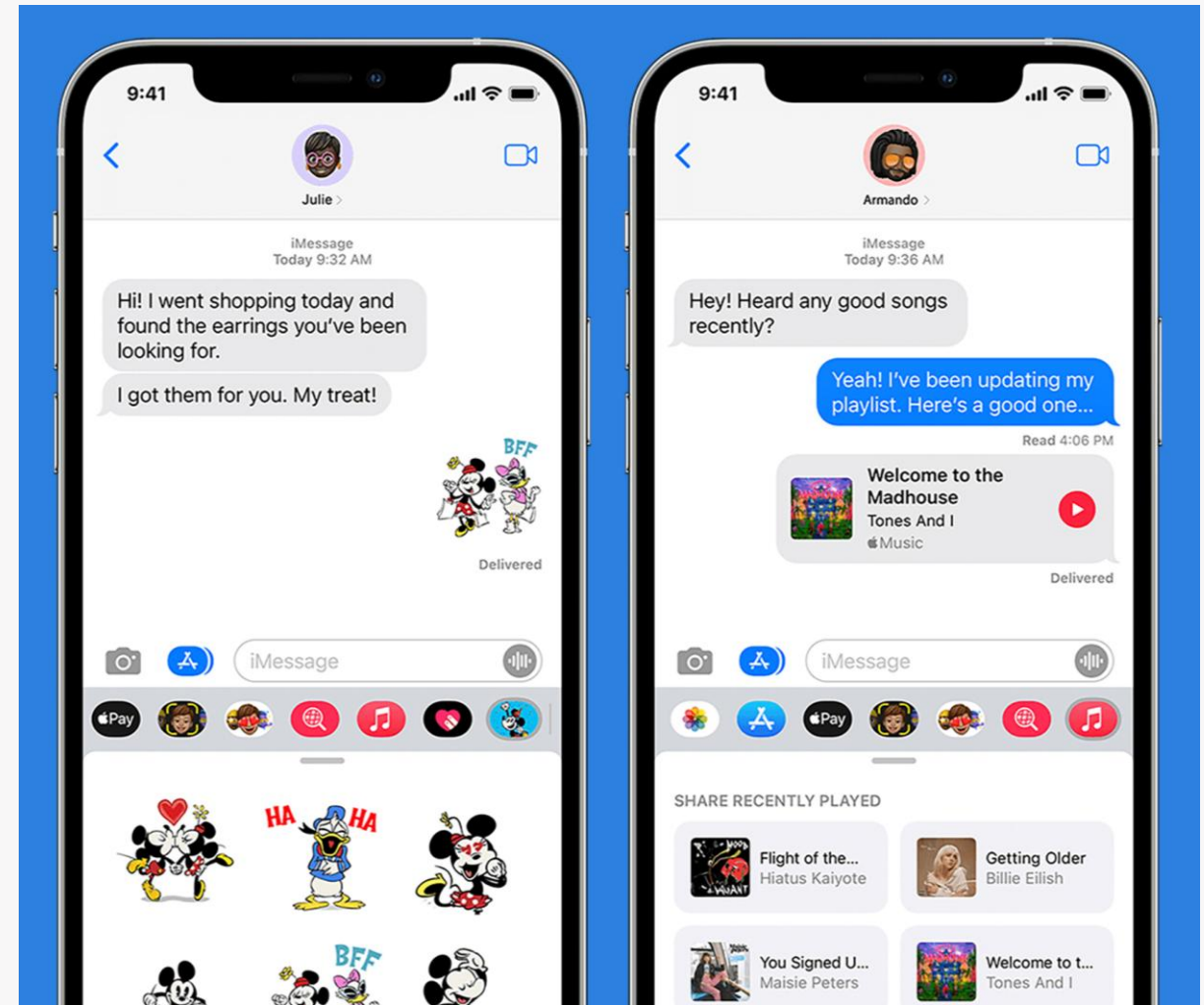
# Static Text

- This remains **fixed** on the screen and does not change during user interaction or time. It provides consistent information such as titles, headings, or labels.



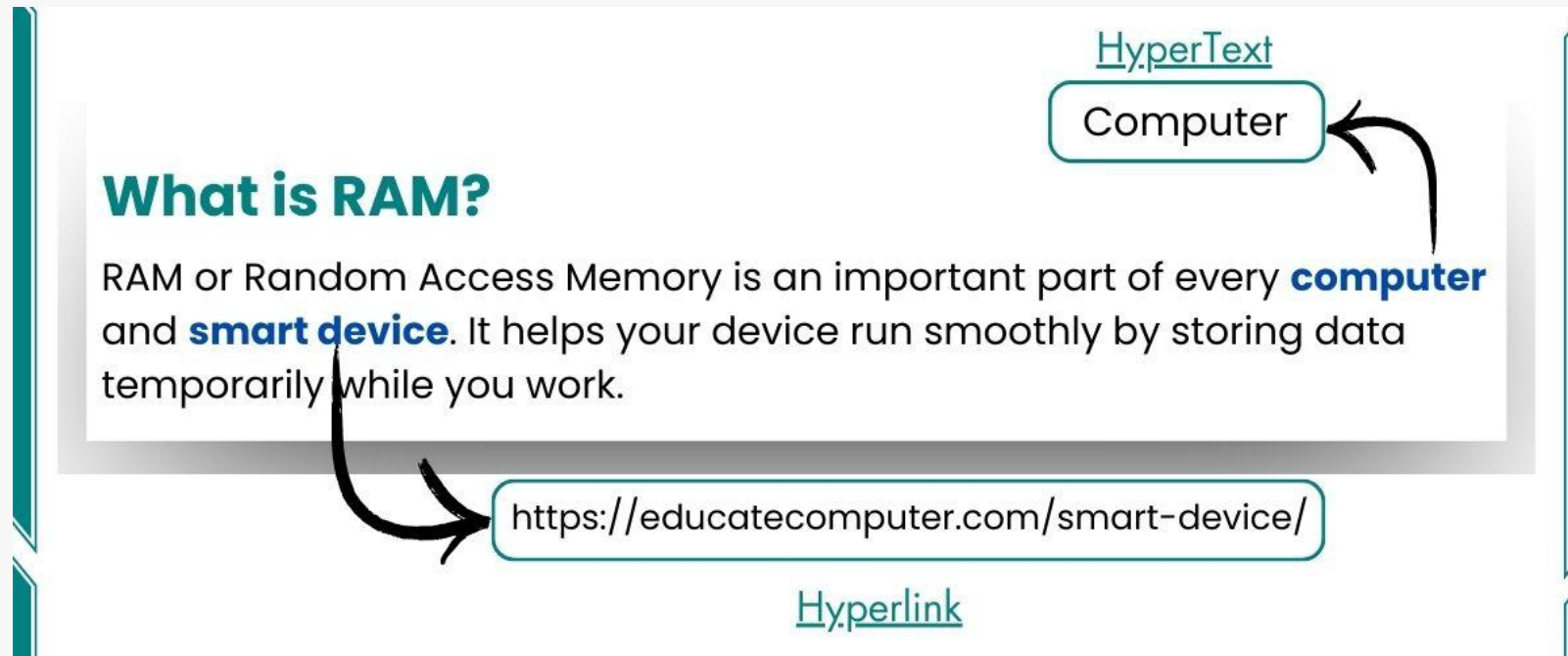
# Dynamic Text

- Text that changes, moves, or appears/disappears based on user interaction or system updates.
- It enhances interactivity and personalization in multimedia applications, like games, apps, or live dashboards.



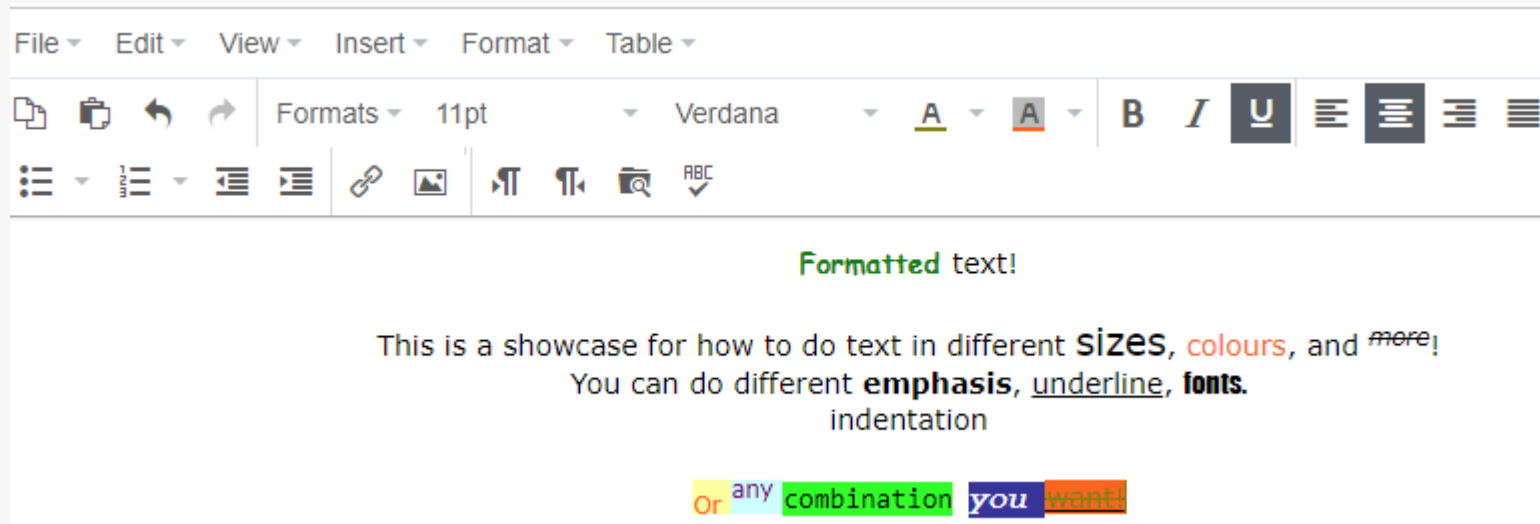
# Hypertext

- Hypertext contains embedded links that allow users to navigate to different parts of the content or external resources, making the experience non-linear.



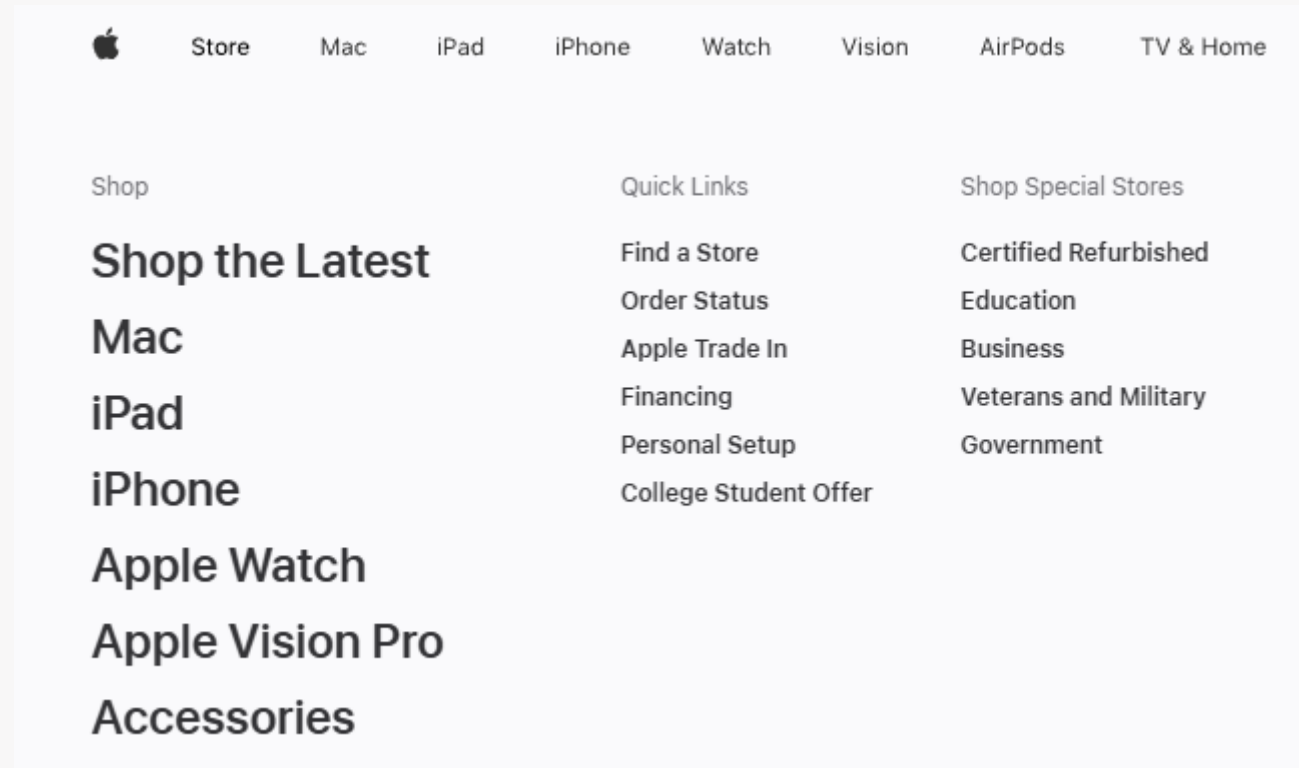
# Formatted Text

- Formatted text uses styles such as bold, italics, underlining, color, and size to highlight or organize information visually.



# Navigational Text

- This text is usually single words or short phrases that let users know where to click to get to the information.
- It includes most of the words in clickable image maps and link text as well.
- Navigational text mean the clickable links over the Internet of the web pages.



# FONTS AND TYPEFACES



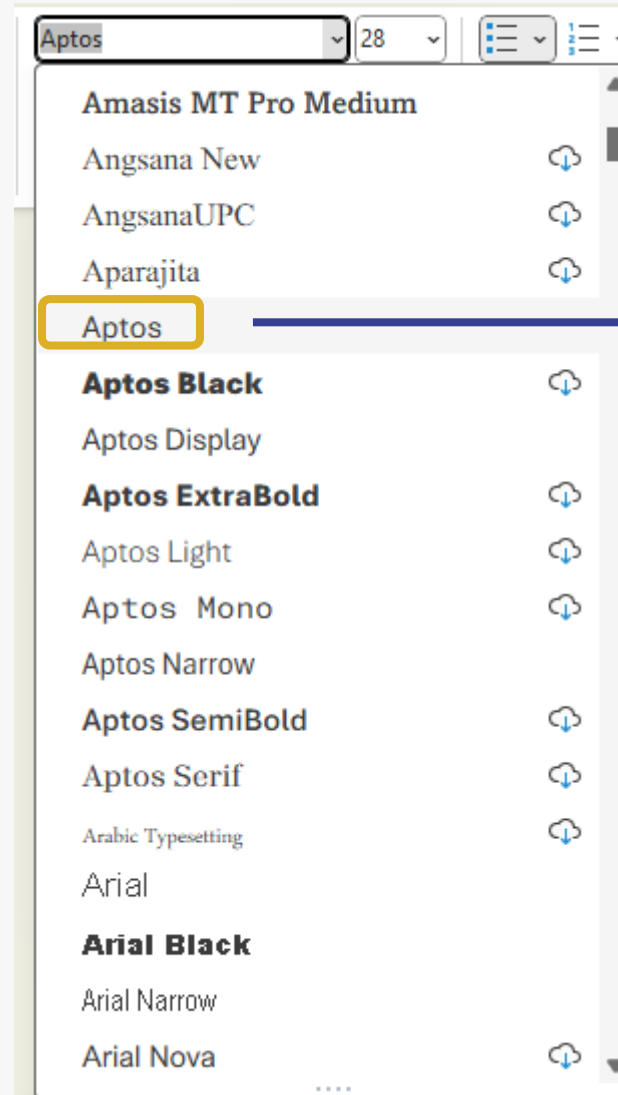
# Typeface

- A **typeface** is the **design or style** of a set of characters (letters, numbers, symbols). It represents the **overall visual appearance** of the text.

# Font

- A font is a **collection of characters** of a *single size and style* belonging to a particular typeface family.
- Typical font styles are boldface and italic. Other style attributes, such as underlining, outlining, and strikeout of characters, may be added by your computer software.

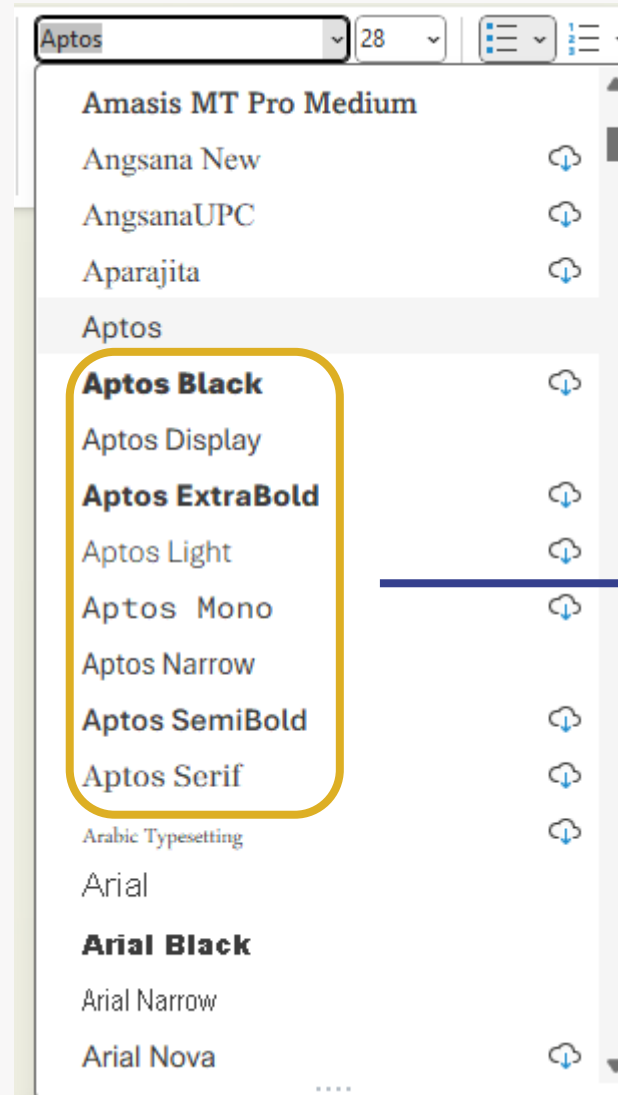
# Typeface



Aptos



# Font



**Aptos Black**  
Aptos Display  
**Aptos ExtraBold**  
Aptos Light  
Aptos Mono  
Aptos Narrow  
Aptos SemiBold  
Aptos Serif

# FONTS CATEGORIES



# SERIF FONTS

- Letters have **small lines or strokes (serifs)** at the ends.
- Traditional and formal appearance.
- Easier to read in **printed text**.

Book Antigua  
Bookman Old Style  
Cambria  
Cambria Math  
Century  
Century Schoolbook  
Chaparral Pro  
CHARLEMAGNE STD BOLD  
**Cooper Black**  
Garamond  
Adobe Garamond Pro  
Goudy Old Style

Goudy Old Style  
Georgia  
Lucida Bright  
Palatino Linotype  
Perpetua  
PERPETUA TITLING MT  
**Rockwell**  
**Rockwell Extra Bold**  
Times New Roman

# SANS SERIF

- The French word sans means **without**, so this one is without serifs.
- **No serifs** (clean and modern lines).
- Sans Serif fonts are clean and simple, and are good for headings.

## POPULAR SANS SERIF FONTS:

Agency FB regular

Arial Narrow

Arial Regular

**Arial Black**

**Arial Rounded MT Bold**

**Bauhaus 93**

Berlin Sans FB

Calibri

Century Gothic

Franklin Gothic Book

**Franklin Gothic Demi**

**Franklin Gothic Heavy**

Gill Sans MT

Gill Sans MT Condensed

**Gill Sans Ultra Bold Condensed**  
**Impact**

**GT-HelveticaPPlot**

Lucida Sans

Microsoft Sans Serif

Myriad Roman

Myriad Pro Condensed

Myriad Pro Regular

Segoe UI

Tahoma

Trebuchet MS

Tw Cen MT

Tw Cen MT Condensed

Verdana

# DISPLAY/DECORATIVE FONTS

- This fonts utilize **unique shapes, ornate details, or thematic** elements to create a distinctive look
- Decorative fonts are designed to **grab attention** and make a statement.
- Not suitable for body text due to legibility

Bleeding Cowboys  
Font Diner Sparkly  
Glider Girls  
Harrington  
INFECTED  
Jokerman  
HAPPY CHICK  
Ma Sexy

# MONOSPACE FONTS

- Every character takes up the same amount of horizontal space
- Look like **old typewriter text.x**

iA Writer Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890, . - + " \* ç % & / ( ) = @ ?

iA Writer Duo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890, . - + " \* ç % & / ( ) = @ ?

iA Writer Quattro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890, . - + " \* ç % & / ( ) = @ ?

# APPLICATIONS OF TEXT



# 1. BE CONCISE

- ✓ Text should be kept to a minimum unless the application includes a great deal of reference material.
- ✓ **Use as few words as necessary** to clearly communicate your message.

## Tips to be concise:

- Use keywords only (“*Start Now*” instead of “Click here to begin the process”)
- Avoid redundant words
- Break info into short bullets or phrases



## 2. USE APPROPRIATE FONTS

- ✓ Fonts are useful in focusing attention on certain text on the screen, enhancing readability, setting a tone, and projecting an image.
- ✓ When choosing a font, always consider the objectives and the audience.

Figure below shows two fonts, ChainDusk and FunStuff, that may be appealing to a younger audience because their childlike or whimsical look.



Figure below shows the fonts Cargo and BandStand, which are more appropriate for a formal look.



### 3. MAKE IT READABLE

- ✓ The overriding concern with text is readability.
- ✓ Fonts are **measured in point size**. There are 72 points per inch. 10 and 12 point are common sizes for type displayed on the screen.
- ✓ The size of text depends on the application.
- ✓ **Headings** and **subheadings** attract attention and identify content; **text blocks** provide the details.

<b>Headings</b>	14 to 48 point
<b>Subheadings</b>	Half the heading size
<b>Text blocks</b>	10 to 12 point

## 4. CONSIDER TYPE STYLE AND COLOR

- ✓ Three common type styles are **bold**, *italic*, and underline. These styles are often used for emphasis in print materials.
- ✓ Contrast between the lettering and background also is a very important factor in legibility and readability.

Working With Text

Consider Type Styles and Colors

**How easy is it to read this written information**

How easy is it to read this written information

How easy is it to read this written information

How easy is it to read this written information

## 5. USE RESTRAINT AND BE CONSISTENT

- ✓ Use fonts with **restraint** and maintain consistency to ensure a clean, readable design.
- ✓ Always use fonts that are installed or supported on all devices where your multimedia will run, so your text looks the same everywhere.

## 6. ACCOMMODATING TEXT-INTENSIVE TITLES

In some multimedia applications, such as **reference titles**, **encyclopedias**, or **educational tools**; a large amount of text may be necessary. To present this content effectively without overwhelming the user, consider the following strategies:

### 1. Use Alternative Media to Communicate Information

- Whenever possible, replace or support lengthy text with **visuals**, **audio**, or **interactive elements**:
  - Use **narration** to explain complex ideas.
  - Show **animations** or **images** to demonstrate concepts visually.

This not only reduces reading load but also enhances **engagement** and **comprehension**.

## 6. ACCOMMODATING TEXT-INTENSIVE TITLES

### 2. Let Users Control How Much Text They See

To keep screens clean and user-friendly, provide **small amounts of text upfront**, and let users access more if they choose, using techniques like:

- **Hyperlinking** - Clickable text that navigates to related content, plays media, or reveals more details.
- **Pop-up Messages** - Additional information appears when the user clicks or hovers, ideal for definitions or tips.
- **Scroll Boxes** - Contain long text in a limited space; users scroll to read more, keeping layout tidy.
- **Drop-down Boxes** - Reveal information or menu options when clicked, great for organizing choices or layered content.

**QUESTIONS?**

