

MULTIMEDIA AND COMPUTER GRAPHICS

COURSE MATERIAL NO. 1

BY: AIRA LEIGH Y. DELA CRUZ



Learning Objectives:

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

- Discuss what multimedia is.
- Discuss the different types of multimedia.
- Identify the various elements of multimedia.
- Elaborate on the applications, products, and benefits of multimedia.

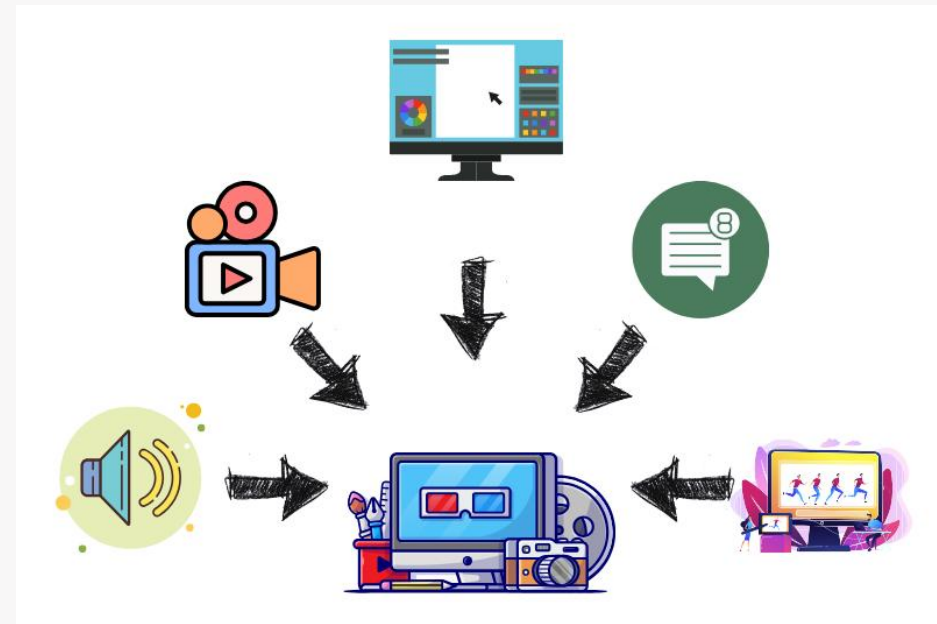
What is Multimedia?



Definition of Multimedia

Multimedia is derived from two words: “**Multi**” and “**Media**”. The word “**Multi**” means *many* or *multiple*, while “**Media**” meaning *means of communication or expression*. Multimedia refers to the integration of multiple forms of media to communicate information or create interactive content.

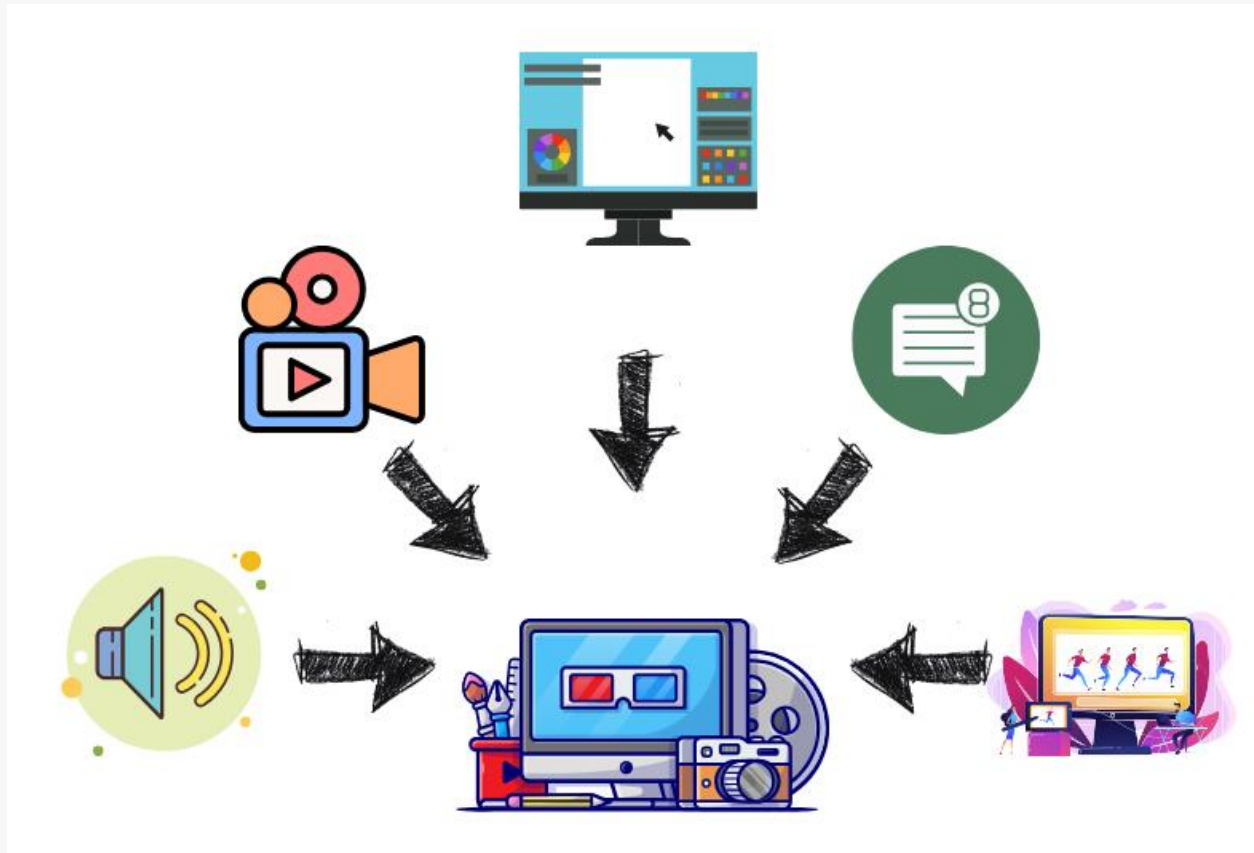
Multimedia is a combination of text, graphic, sound, animation, and video that is delivered interactively to the user by electronic or digitally manipulated means.



Elements of Multimedia



Identify the elements of multimedia



TEXT

- A broad term for something that contains words to express something.
- Text is the most basic element of multimedia.
- A good choice of words could help convey the intended message to the users.
- Used in contents, menus, navigational buttons.



GRAPHICS



- A two-dimensional figure or illustration.
- Could be produced manually (by drawing, painting, carving, etc.) or by computer graphics technology.
- Used in multimedia to show more clearly what a particular information is all about (diagrams, picture).

AUDIO

- Produced by vibration, as perceived by the sense of hearing.
- In multimedia, audio could come in the form of speech, sound effects and music score.



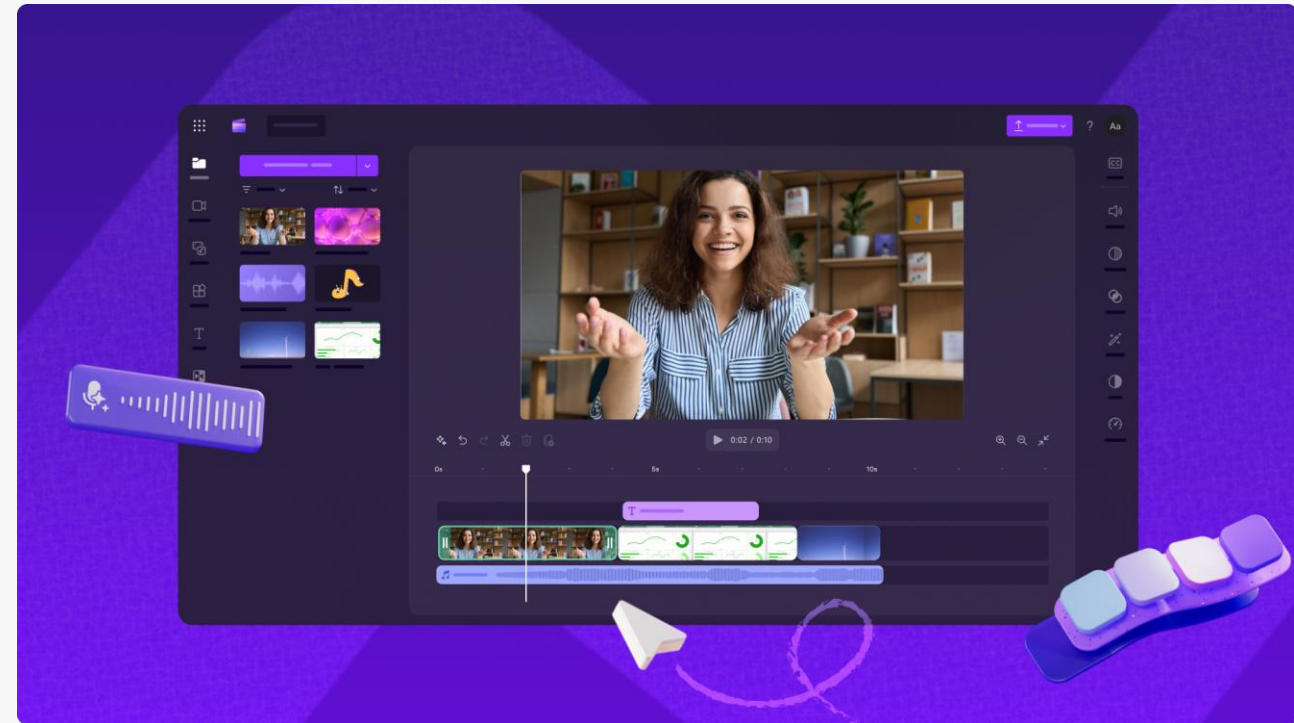
ANIMATION



- The illusion of motion created by the consecutive display of images of static elements.
- In multimedia, animation is used to further enhance/enriched the experience of the user to further understand the information conveyed to them.

VIDEO

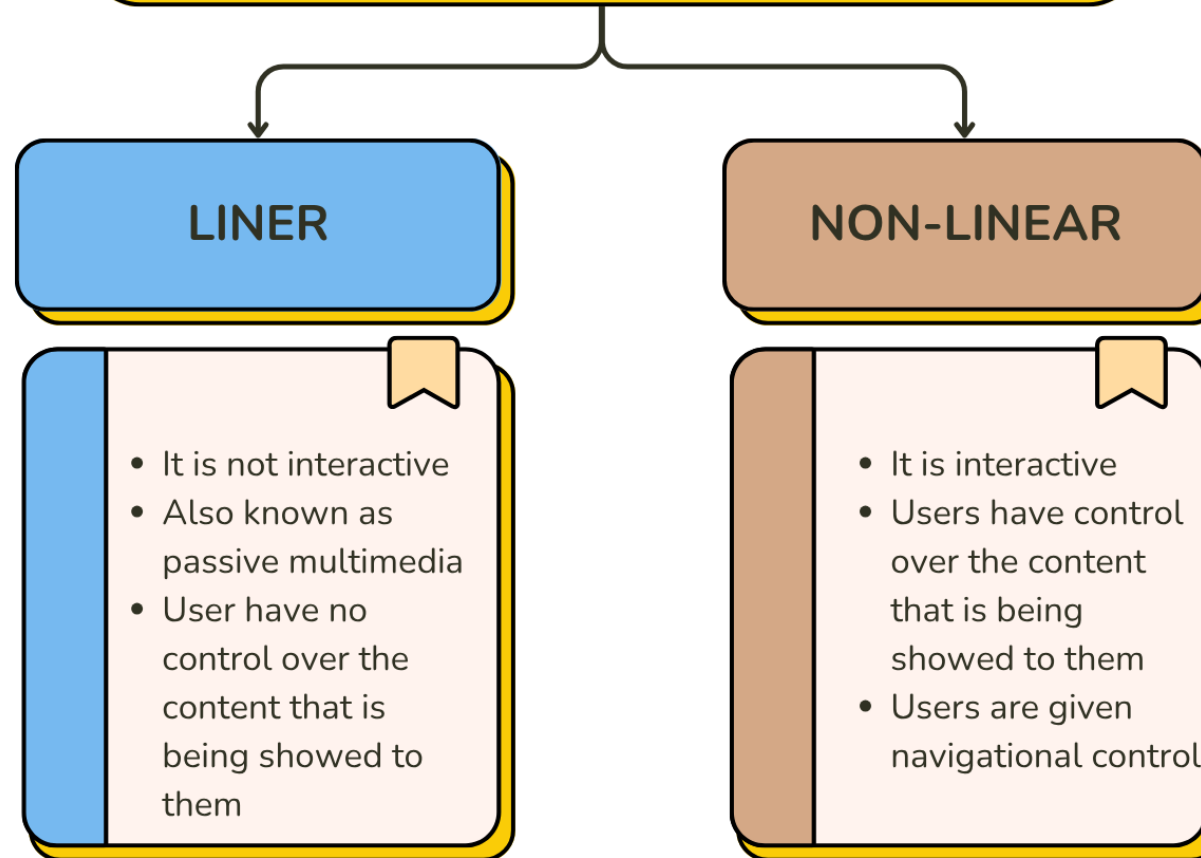
- Is the technology of capturing, recording, processing, transmitting, and reconstructing moving pictures.
- Video is more towards photo realistic image sequence/live recording as in comparison to animation.
- Video also takes a lot of storage space. So, plan carefully before you are going to use it.



Types of Multimedia



Type of Multimedia



Applications of Multimedia



Business

1. Marketing and Advertising
2. Corporate Communication
3. Training and Development
4. Customer Service and Support
5. Product and Service Presentation
6. Branding and Company Identity
7. Online Presence and E-Commerce



Education

1. Interactive Learning
2. E-Learning and Online Education
3. Enhancing Classroom Teaching
4. Special Education
5. Language Learning
6. Assessment and Feedback
7. Virtual Labs and Field Trips



Entertainment

1. Movies and Animation
2. Music and Audio Production
3. Video Games
4. Social Media and Content Creation
5. Digital Art and Animation



Entertainment

1. Home Entertainment
2. Gaming
3. Home Automation and Smart Assistants
4. Communication and Social Interaction
5. Interior Design and Virtual Planning



Products of Multimedia

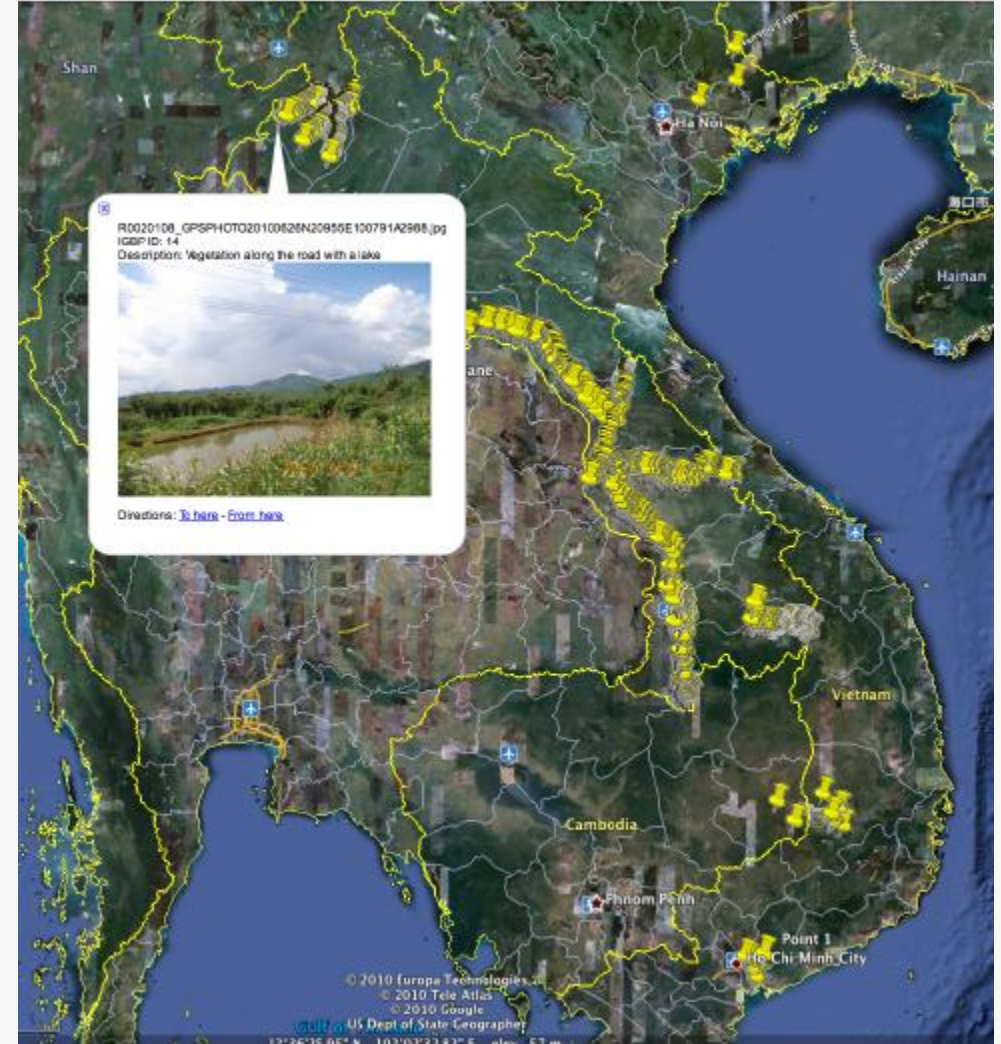


Database Products

Focus on storing and accessing the actual data (multimedia data such as text, graphic, audio, animation and video).

Characteristics of Database Products:

- ✓ Manages multimedia data (large data)
- ✓ Descriptive finding methods (Content based search)
- ✓ Simultaneous access (Online database)
- ✓ Relational consistency in data management

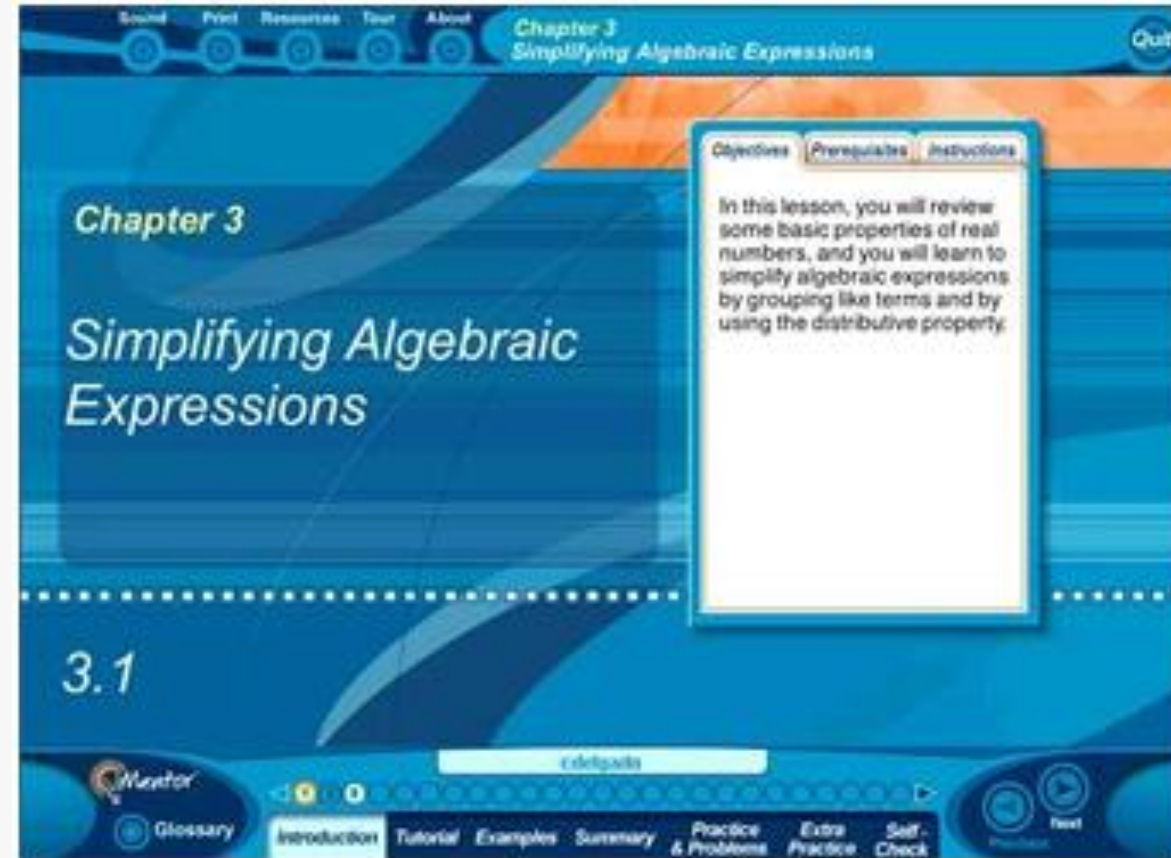


Education and Training Products

These products make up a significant share of the multimedia market ranging from pre-kindergarten to postgraduate offerings from technical to corporate training products.

Categories of Education and Training Products:

- ✓ Instructor Support Products
- ✓ Standalone or Self-Paced Products
- ✓ Combination Products



Kiosk Products

A product which is usually stationed at public places and allow the user to find information interactively and also other types of transaction.

Characteristics of Kiosk Products:

- ✓ Limited target users and usage
- ✓ User friendly and easily used by user
- Fast response



Gaming Products

These are usually shipped in the form of Interactive CD / DVD ROM or can be streamed and downloaded online.

Characteristics of Gaming Products:

- ✓ Immersive
- ✓ Requires constant feedback and interaction with the user
- ✓ Challenging and sometimes intriguing for user
- ✓ Enabled online play for more than one user experience



Benefits of Multimedia

- ✓ Enhances Understanding
- ✓ Increases Engagement
- ✓ Improves Retention
- ✓ Supports Different Learning Styles
- ✓ Encourages Creativity and Expression
- ✓ Makes Communication More Effective
- ✓ Facilitates Remote Access
- and Flexibility
- ✓ Boosts Marketing and Sales
- ✓ Saves Time
- ✓ Adds Entertainment Value

QUESTIONS?

