Multimedia

Revolution of the century

Introduction

The word Multimedia is made up of two words "Multi" meaning more than one and "Media" meaning medium.

In other words, it is a combination of multiple digital medium of communication.

The term "Multimedia" was first used by Bob Goldstein in july 1996 to promote opening of his lightworks.

It is the media that uses numerous forms of information content and information processing (e.g. text, audio, graphics, animation, and video interactivity) to inform or entertain the user.

Elements of Multimedia

Some of the elements of multimedia are:

- Text
- Audio
- Graphics
- Animation
- Video

Text

Text is an important component used in many multimedia applications. They are characters that are used to create words, sentences and paragraphs. Text alone provide just one source of information. Yet, text is good at providing basic information.

Audio

A multimedia application may require the use of speech, music and sound effects. These are called audio or sound element of multimedia. Speech is also a perfect way for teaching or explaining. Audio are of two types i.e Analog and Digital audio. Computer stores the sound in digital form. Therefore, the sound used in multimedia application is digital audio.

Graphics

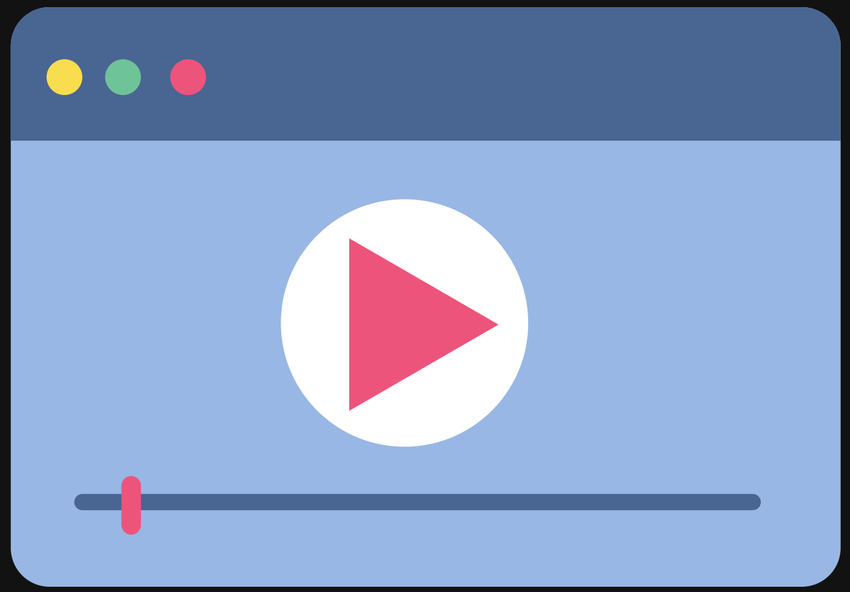
Graphics make the multimedia application attractive. In many cases people do not like reading large amount of textual matter on the screen. Therefore, graphics are used more often than text to explain a concept, present background information etc. Graphics are usually of two types i.e bitmap images and vector graphics. Bitmap images are real images captured from cameras and scanners while Vector graphics are the images which are drawn on the computer.

Animation

Animation is the process of designing, drawing, making layouts and preparation of photographic sequences which are integrated in the multimedia and gaming products. It is a process of making a static image look like it is moving. It is just a continuous series of still images that are displayed in a sequence. The animation can be used effectively for attracting attention. Animation also makes a presentation light and attractive. It is very popular in multimedia application

Video

The term video refers to the moving picture, accompanied by sound such as a picture in television. Video element of multimedia application gives a lot of information in small duration of time. Digital video is useful in multimedia application for showing real life objects.



Application of Multimedia

- In Businesses
- In Entertainment
- In Education
- In Hospitals
- In Banks
- In Communication
- In Journalism
- In Creative Industries

Advantages of Multimedia

- Highly flexible
- Multimedia can be a great way to reach out to your audience
- Saves time and costs
- Improves personal Communication
- More appealing over traditional work
- Deeper understanding
- Realistic approach
- Develops creativity

Disadvantages of Multimedia

- Expensive than traditional media
- Requires more space
- It requires electricity which may not be accessible to everybody or everytime
- Time consuming i.e takes a lot of time to create multimedia content
- Requires basic technical knowledge to use
- Multimedia devices are fragile and are much likely to break or get damaged

CONCLUSION

Design could benefit tremendously from open and collaborative multimedia research.
Multimedia and graphics can be a very effective tool to communicate, educate, compel, and convince you and/or your audience.
•Multimedia can help to gain and hold attention, make points clearer, stimulate discussion, and in general, enhance the learning process, if it also includes th appropriate human elements.

Thanks For Watching