

Section:Multimedia.txt0

Context: Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. Multimedia contrasts with media that use only rudimentary computer displays such as text-only or traditional forms of printed or hand-produced material. Multimedia can be recorded and played, displayed, interacted with or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. Multimedia devices are electronic media devices used to store and experience multimedia content. Multimedia is distinguished from mixed media in fine art; for example, by including audio it has a broader scope. The term "rich media" is synonymous with interactive multimedia. The term "multimedia" was coined by singer and artist Bob Goldstein (later 'Bobb Goldsteinn') to promote the July 1966 opening of his "LightWorks at L'Oursin" show at Southampton, Long Island. Goldstein was perhaps aware of an American artist named Dick Higgins, who had two years previously discussed a new approach to art-making he called "intermedia". On August 10, 1966, Richard Albarino of "Variety" borrowed the terminology, reporting: "Brainchild of songscribe-comic Bob ('Washington Square') Goldstein, the 'Lightworks' is the latest "multi-media" music-cum-visuals to debut as disothque fare." Two years later, in 1968, the term "multimedia" was re-appropriated to describe the work of a political consultant, David Sawyer, the husband of Iris Sawyerone of Goldstein's producers at L'Oursin.

CANNOTANSWER

STUDENT: **What can be recorded and played?**

TEACHER: ⇨ “Multimedia” (Multimedia)

STUDENT: **What else can it be**

TEACHER: ⇨ “interacted with” (interacted with)

STUDENT: **Anything else?**

TEACHER: ⇨ “accessed by information content processing devices” (accessed by information content processing devices)

STUDENT: **Who coined the term?**

TEACHER: ⇨ “Bob Goldstein” (Bob Goldstein)

STUDENT: **When?**

TEACHER: ⇨ “July 1966” (July 1966)

STUDENT: **Who is that?**

TEACHER: ⇨ “a singer and artist” (singer and artist)

STUDENT: **Where was his show?**

TEACHER: ⇨ “Southampton, Long Island” (Southampton, Long Island)

STUDENT: **What was the show called?**

TEACHER: ⇨ “”LightWorks at L’Oursin”” (“LightWorks at L’Oursin”)

STUDENT: **What is Multimedia?**

TEACHER: ⇨ “content that uses a combination of different content forms”
(content that uses a combination of different content forms)

STUDENT: **What kinds of forms?**

TEACHER: ⇨ “text, audio, images, animations, video and interactive content.”
(text, audio, images, animations, video and interactive content.)

STUDENT: **What does it contrast with?**

TEACHER: ⇨ “media that use only rudimentary computer displays” (media that use only rudimentary computer displays)

STUDENT: **What is used to store multimedia?**

TEACHER: ⇨ “Multimedia devices” (Multimedia devices)

STUDENT: **What is synonymous with interactive multimedia?**

TEACHER: ⇨ “”rich media”” (“rich media”)

STUDENT: **Who was Goldstein aware of**

TEACHER: ⇨ “Dick Higgins” (Dick Higgins)

STUDENT: **What did he call his approach?**

TEACHER: ⇨ “”intermedia”.” (“intermedia”.)

STUDENT: **Was he American?**

TEACHER: ⇨ Yes, “yes” (“intermedia”.)

STUDENT: **Who borrowed the term**

TEACHER: ⇨ “Richard Albarino” (Richard Albarino)

STUDENT: **What magazine did he write for?**

TEACHER: ⇨ ““Variety”” (“Variety”)

STUDENT: **When did he write an article about Bob**

TEACHER: ⇨ “August 10, 1966,” (August 10, 1966,)

STUDENT: **Who was one of Bob’s producers?**

TEACHER: ⇨ “Iris Sawyer” (Iris)