- overview
  - Latin word "Multus" & "media"
  - multiple means to perceive info
    - text
    - images
    - sound
    - video
    - animation.

  - multimedia presentation.
    - digital show
    - to deliver info abt company's performance, enhance knowledge, present facilities of a store.
    - target audience

  - multimedia production
    - creation & presentation
    - authoring

↳ characteristics of MM

1) Multiple media : supplemented media
   ↳ pictures → images (real world)
               → graphics (portraits)

   ↳ static elements
   ↳ time varying elements (sound, movies).
   ↳ movies → motion pictures / videos
             → animation

2) Non linearity : jumping or navigating
   ↳ viewer can't change the sequence of frames
     or their timings.
       ↳ VCR's can.

   ↳ user can easily navigate to different
     parts of ppt & display frames accordingly
     without appreciable delays.
   ↳ consistent manner of ppt.

3) Interactivity :
   ↳ for non linearity, interaction is essential
   ↳ several media types are used to explain
     a subj matter, rather than simply relying
     on text, to create a more profound
     influence on the human mind.

① Digital Representation :
 ⤷ sequential access :- magnetic tapes
 ⤷ MM requires instant access to different portions of the text.
 ⤷ random access :- hard disk
 ⤷ S/w based pgrms can be used to edit the digitized media.

⑤. Integrity :
 ⤷ several media types present & play simultaneously, they need to be integrated or be part of single entity.