Chapter 01: WHAT IS MULTIMEDIA

Part 1. Key Term Quiz

1. Multimedia is any combination of text, graphic art, sound, animation, and video delivered to you by computer or other electronic means.

2. Interactive Multimedia allows an end user to control what and when the elements are delivered.

3. Hypermedia is a structure of linked elements through which the user can navigate.

4. A Linear media multimedia project allows users to sit back and watch it just as they do a movie or the television.

5. Authoring tools are software tools designed to manage individual multimedia elements and provide user interaction.

6. The sum of what gets played back and how it is presented to the viewer on a monitor is the graphical user interface, or GUI.

7. The hardware and software that govern the limits of what can happen are the multimedia platform or environment.

8. The information that makes up a multimedia presentation is referred to as content.

9. CD and DVD burners are used for reading and making discs.

10. HTML and DHTML web pages or sites are generally viewed using a browser.

Part 2. Multiple-Choice Quiz

1.LAN stands for:

a. logical access node

b. link/asset navigator

c. local area network

d. list authoring number

e. low-angle noise

2. A browser is used to view:

a. program code

b. storyboards

c. fonts

d. Web-based pages and documents

e. videodiscs

3. The "ROM" in "CD-ROM" stands for:

a. random-order memory

b. real-object memory

c. read-only memory

d. raster-output memory

e. red-orange memory

4. The software vehicle, the messages, and the content presented on a computer or television screen together make up:

a, multimedia project

b. a CD-ROM

c. a web site

d. a multimedia title

e. an authoring tool

5. A project that is shipped or sold to consumers or end users, typically in a box or sleeve or on the Internet, with or without instructions, is:

a. CD-ROM

b. an authoring tool

c. a multimedia project

d. a multimedia titled.

6. The 19th-century Russian composer who used an orchestra, a piano, a chorus, and a special color organ to synthesize music and color in his Fifth Symphony, Prometheus was:

a. Rachmaninoff

b. Tchaikovsky

c. Scriabin

d. Rimsky-Korsakoff

e. Shostakovich.

7. Which one of the following is not/are not typically part of a multimedia specification?

a. text

b. odors

c. sound

d. video

e. pictures

8. VR stands for:

a. virtual reality

b. visual response

c. video raster

d. variable rate

e. valid registry

9. According to one source, in interactive multimedia presentations where you are really involved, the retention rate is as high as:

a. 20 percent

b. 40 percent

c. 80 percent

d. 60 percent

e. 100 percent

10. Which of the following is displayable on a web page after installation of a browser plug-in?

a. Windows 7

b. Adobe Flash

c. Mozilla

d. Internet Explorer

e. Firefox

11. PDA stands for:

a. primary digital asset

b. processor digital application
c. personal digital assistant
d. practical digital accessory
e. portable digital armor
12. The glass fiber cables that make up much of the physical backbone of the data highway are, in many cases, owned by:
a. local governments
b. Howard Johnson
c. television networks
d. railroads and pipeline companies
e. book publishers
13. DVD stands for:
a. Digital Versatile Disc
b. Digital Video Disc
c. Duplicated Virtual Disc
d. Density-Variable Disc
e. Double-View Disc
14. Genealogy software is used to
a. Study benthic sediments
b. Organize class reunions
c. Display family trees
d. Compute shortest routes for ambulances
e. Open e-mail
15. Which of the following is not a technology likely to prevail as a delivery means for interactive multimedia files?
a. copper wire
b. glass fiber
c. radio/cellular
d. floppy disk
e. CD-ROM

Part 3. Short presentation (choose a or b)
    a. How might multimedia influence users in negative ways?
        - While multimedia has many advantages and is widely used in various applications, there are also some potential negatives.
        1. Cost
        The production of multimedia materials can be expensive, as it requires specialized equipment and skills. Multimedia gadgets and their sources can be a barrier for those who do not have the resources to produce high-quality multimedia content.

        2. Technical issues
        One disadvantage of multimedia is that it can be complex to create and use. It requires various skills and technologies and can be time-consuming and costly to produce.

Multimedia can be a barrier for those who do not have the necessary skills or resources and may limit the accessibility of multimedia content.

3. Limited accessibility

Multimedia can also be limited by the quality of the audio and video, which can affect the overall experience for the user. For example, poor-quality audio or video can make it difficult for people to understand the content, reducing its effectiveness.

4. Dependence on technology

The use of multimedia relies on technology, which can be a disadvantage in situations where technology is not available or not functioning properly. Dependence on technology can be frustrating for users and may limit the accessibility of multimedia content. Dependence on technology can limit the use of multimedia in certain contexts, such as in remote or rural areas where access to technology may be limited.

7. Security concerns

Finally, there are also security and privacy concerns to consider when using multimedia, particularly when it is shared online. Multimedia content can be vulnerable to security breaches and piracy, which can concern creators and users. It is important to ensure that personal information is not shared and that appropriate security measures are in place to protect against cyber attacks and other threats.

b. Create a new multimedia idea for marketing our faculty, clearly identify the (Hidden) message?