



# WHAT IS MULTIMEDIA

LECTURER VU MINH TUAN

# OUTLINE

- Overview
- Multimedia Examples
- Definition
- Where to use multimedia
  - In business
  - In schools
  - At home
  - Public Places
- VR (Virtual Reality)
- Delivering Multimedia
  - CD-ROM/DVD/Flash drives
  - Broadband Internet

# OVERVIEW

- Define common multimedia term such as multimedia, integration, interactive, HTML, and authoring and qualify the characteristics of multimedia: nonlinear and linear content.
- Describe several different environment in which multimedia might be used, and several different aspects of multimedia that provide a benefit over other forms of information presentation.
- Describe the primary multimedia delivery methods – the internet, wireless – as well as cite the history of multimedia and note important projected changes in the future of multimedia.

# MULTIMEDIA EXAMPLES



TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY



Two cat's eyes appear on the dark screen.

# MULTIMEDIA EXAMPLES



TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY



It's the red rose that dissolves into a little girl's face when you press "Valentine's Day" on your iPhone

# MULTIMEDIA EXAMPLES



TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY



It's a small window of video laid onto a map of India, showing an old man recalling his dusty journey to meet a rajah there.

# MULTIMEDIA EXAMPLES



It's a real-time video conference with colleagues in Paris, London, and Hong Kong, using whiteboards, microphones, and question techniques.



# DEFINITION: MULTIMEDIA

- Multimedia is any combination of **text**, **art**, **sound**, **animation**, and **video** delivered to you by computer or other electronic or digitally manipulated means



# DEFINITION: INTERACTIVE MULTIMEDIA



- allows an **end user control** what and when the elements in a multimedia project are delivered.

# DEFINITION: HYPERMEDIA



TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY



- When you provide a structure of linked elements through which the user can navigate, interactive multimedia becomes hypermedia.



## DEFINITION: LINEAR MEDIA



- A multimedia project need not be interactive to be called multimedia: users can sit back and watch it just as they do a movie or the television. In such cases a project is linear or starting at the beginning and running through to the end.

## DEFINITION: AUTHORIZING TOOLS



- Multimedia elements are typically sewn together into a project using authoring tools. These software tools are designed to manage individual multimedia elements and provide user interaction. 12

# DEFINITION: GRAPHICAL USER INTERFACE



- 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 (pronounced “gooey”).



# DEFINITION: PLATFORM



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



# WHERE TO USE MULTIMEDIA

- Work with a partner and give a real example of multimedia and its purpose?

# WHERE TO USE MULTIMEDIA: IN BUSINESS



- Business applications for multimedia include presentations, training, marketing, advertising, product demos, simulations, databases, catalogs, instant messaging, and networked communications. Voice mail and video conferencing are provided on many local and wide area networks (LANs and WANs) using distributed networks and Internet protocols.





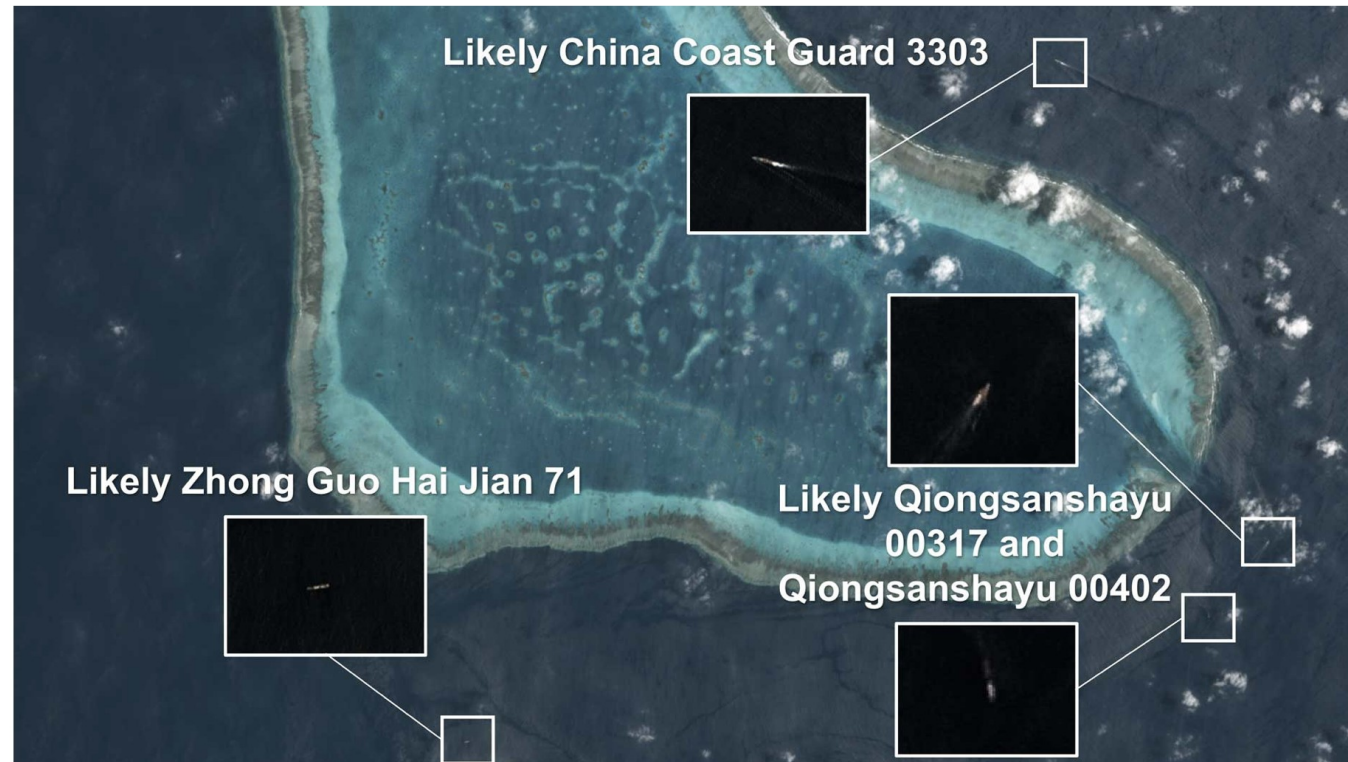
TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY

## WHERE TO USE MULTIMEDIA: IN BUSINESS CONT



- Flight attendants learn to manage international terrorism and security through simulation.

# WHERE TO USE MULTIMEDIA: IN BUSINESS CONT



*Satellite images from April 24 showing what appears to be the Qiongsanshayu 00402 and Qiongsanshayu 00317 at Scarborough Shoal alongside two CCG ships, the China Coast Guard 3303 and Zhong Guo Hai Jian 71. Credit: Planet Labs, Inc.; Analysis: RFA*

- Drug enforcement agencies of the UN are trained using interactive videos and photographs to recognize likely hiding places on airplanes and ships.

## WHERE TO USE MULTIMEDIA: IN BUSINESS CONT



- Medical doctors and veterinarians can practice surgery methods via simulation prior to actual surgery.



# WHERE TO USE MULTIMEDIA: IN BUSINESS CONT



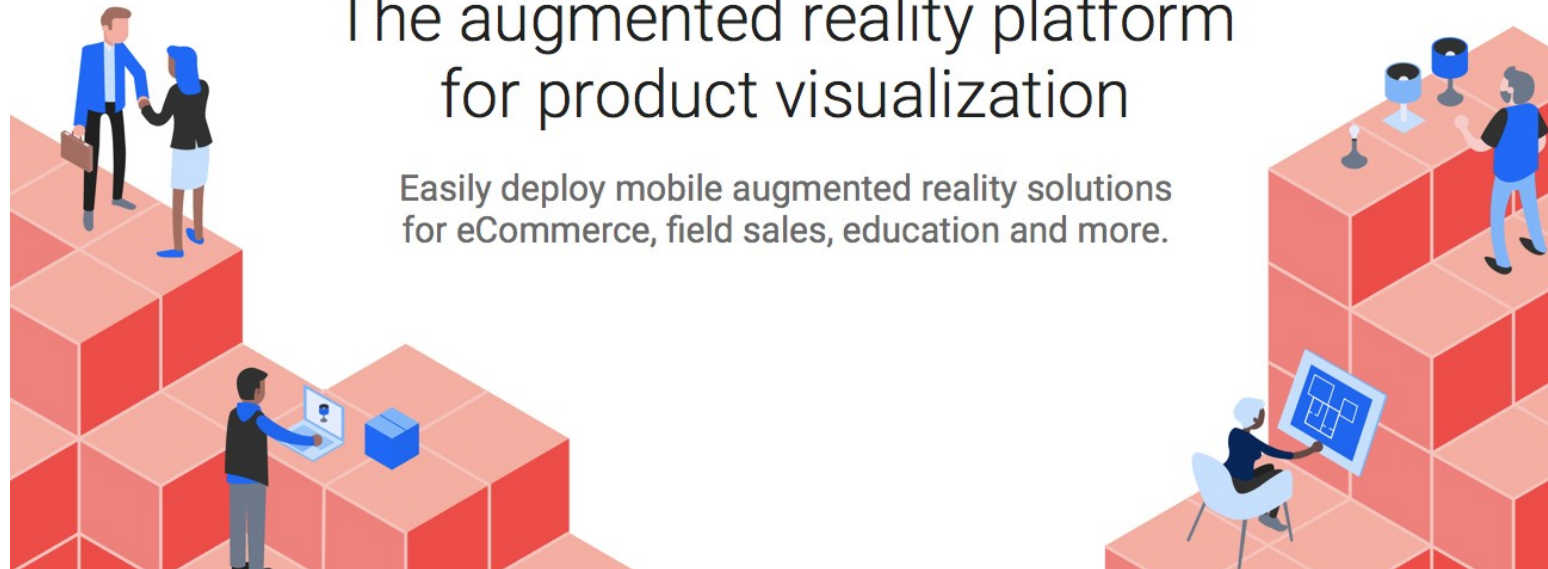
- Mechanics learn to repair engines.

# WHERE TO USE MULTIMEDIA: IN BUSINESS CONT



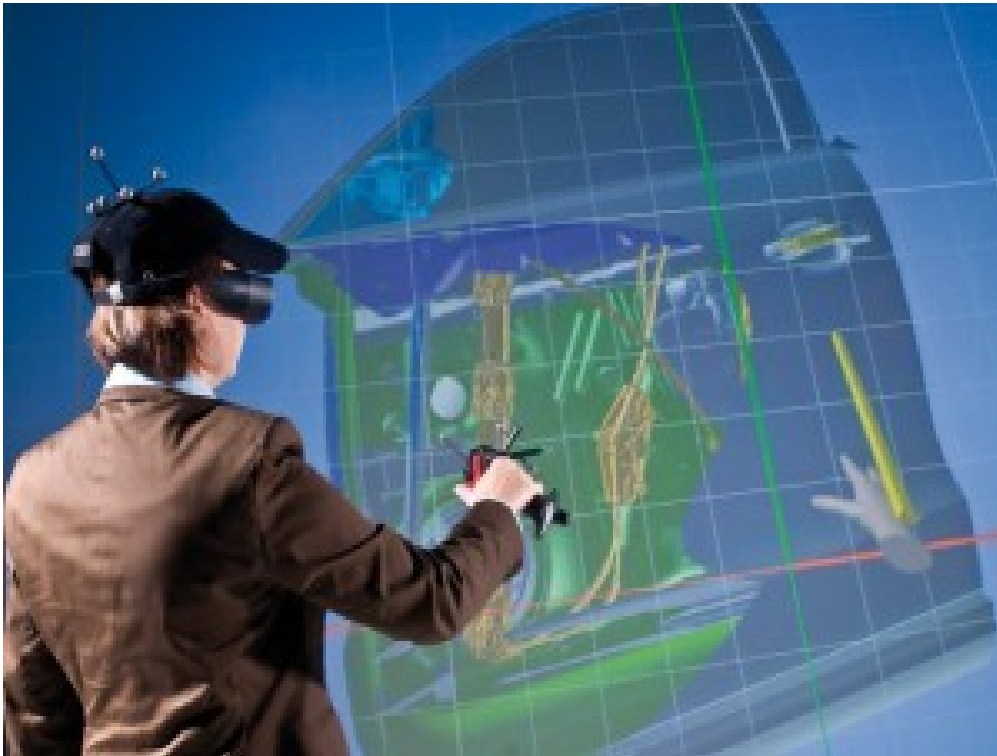
## The augmented reality platform for product visualization

Easily deploy mobile augmented reality solutions  
for eCommerce, field sales, education and more.



- Salespeople learn about product lines and leave behind software to train their customers.

# WHERE TO USE MULTIMEDIA: IN BUSINESS CONT



- Fighter pilots practice full-terrain sorties before spooling up for the real thing.



# WHERE TO USE MULTIMEDIA: IN SCHOOLS

- Schools are perhaps the destination most in need of multimedia
- With the help from multimedia, the students, not teachers, become the core of the teaching and learning process
- E-learning, websites, video clips, historical films
- An interesting use of multimedia in schools involves the students themselves.



# WHERE TO USE MULTIMEDIA: AT HOME

- Example?



# WHERE TO USE MULTIMEDIA: AT HOME



TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY



# WHERE TO USE MULTIMEDIA



TRƯỜNG ĐẠI HỌC HÀ NỘI  
HANOI UNIVERSITY





# WHERE TO USE MULTIMEDIA: IN PUBLIC PLACES

- In hotels, train stations, shopping malls, museums, libraries, and grocery stores, multimedia is already available at stand-alone terminals or kiosks, providing information and help for customers



# DELIVERING MULTIMEDIA

- Multimedia projects often require a large amount of digital memory; hence they are often stored on CD-ROM or DVDs
- Multimedia can be delivered online (webpages)



# SUMMARY

- What is multimedia
- Different kinds of multimedia
- Multimedia in different aspect of our life





# REFERENCES

- Multimedia: making it works by Tay Vanghau, 8<sup>th</sup> edition
- A brief guide to interactive multimedia and the study of the united states,  
[https://faculty.georgetown.edu/bassr/multimedia.html?  
fbclid=IwAR0bkhQiBDFCnIIAvEEMdmdYYsU\\_MebnlfSjCQ2s8lwDTVDwB8kfSWdXxIA](https://faculty.georgetown.edu/bassr/multimedia.html?fbclid=IwAR0bkhQiBDFCnIIAvEEMdmdYYsU_MebnlfSjCQ2s8lwDTVDwB8kfSWdXxIA)