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DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
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Media and Information Literacy

Quarter 2 – Module 8:
MULTIMEDIA INFORMATION AND MEDIA

ALTERNATIVE DELIVERY MODE

ADM

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Alternative Delivery Mode
Quarter 2 – Module 8: Multimedia Information and Media
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MEDIA AND INFORMATION LITERACY

Quarter 2 – Module 8:
MULTIMEDIA INFORMATION AND MEDIA

What I Need to Know

This module was designed and written with you in mind. It is here to help you master the context of Media and Information Literacy. It contains varied activities that can help you as a Senior High School student to not just be an information literate individual, but a creative and critical thinker as well as responsible user and competent producer of media and information.

The module contains lesson in Multimedia Information and Media.

After going through this module, you are expected to:

1. Describe the different dimensions of multimedia information and media. (MELC)
2. Evaluate the reliability and validity of multimedia information and media, as well as their sources using selection criteria.

What I Know

Let us determine how much you already know about the Media and Information Literate Individual by answering the questions below. Use your notebook / worksheet for your answers.

A. True or False: Write True is the statement is correct otherwise write False.

_____1. Multimedia boost communication on an affordable cost opened the way for the marketing and advertising personnel.

_____2. Multimedia best use in hospitals is for real time monitoring of conditions of patients in critical illness or accident.

_____3. The advancement of high computing abilities, communication ways and relevant standards has started the beginning of an era where you will be provided with multimedia facilities at home.

_____4. Pedagogues are not useful teaching aids only if they stimulate and motivate the students.

_____5. There are hardware and software requirements of a multimedia presentation in terms of playback/storage and production/processing.

_____6. A multimedia application may not require the use of speech, music and sound effects.

_____7. Multimedia modality empowers you as user to define your experience of the content that you are offered.

_____8. In education, multimedia can create "an environment within the presentation where the learner can give inputs and ask the system to provide certain outputs or feedback"

_____9. Interactivity provides users more leeway for feedback and more participation in the creation and improvement of the multimedia content.

____10. Multimedia as name suggests is the combination of Multi and Media that is many types of media (hardware/software) used for communication of information.

B. Multiple Choice Select the letter of the best answer from the given choices.

1. Multimedia component that makes multimedia application attractive.
   - A. Text
   - B. Graphics
   - C. Audio
   - D. Bitmap

2. It refers to being to navigate from one point in a presentation to another at any given time without being restricted of the chronological or logical sequencing of the content of the multimedia presentation.
   - A. Nonlinear
   - B. Linear
   - C. Multimedia
   - D. Animation

3. It is the representation of information in an attractive and interactive manner with the use of a combination of text, audio, video, graphics and animation.
   - A. Animation
   - B. Manipulative
   - C. Multimedia
   - D. Graphics

4. It is the process of making a static image look like it is moving.
   - A. Animation
   - B. Manipulative
   - C. Multimedia
   - D. Graphics

5. Which of the following is not an application of multimedia?
   - A. Multimedia in Education
   - B. Multimedia in Government
   - C. Multimedia in Hospital
   - D. Multimedia in Entertainment

MIL | Multimedia Information and Media

In the previous module you learn the elements and principles of text, visuals (images, graphics, video and animation), audio or sound media.

Any kind of information you wish to share can be shared through the use of multimedia. When you are asked to prepare a multimedia presentation, you are actually asked to present a material in digital format where you creatively put together texts, visuals, and audio to maximize the experience of your audience. You put up a multimedia presentation in the digital version of your school paper, enhance your own computer skills, or advertise your ideas to other people (Liquigan, 2016)

In this lesson, you will learn the different forms of multimedia that are made possible with the combination of 2 or more media that are mentioned in the previous module.

What's New

Activity 1: Draw Me

Instruction: Create a collage of your idea of multimedia.

MULTIMEDIA INFORMATION AND MEDIA

What is Multimedia

By definition Multimedia is a representation of information in an attractive and interactive manner with the use of a combination of text, audio, video, graphics and animation. In other words we can say that Multimedia is a computerized method of presenting information combining textual data, audio, visuals (video), graphics and animations. For examples: E-Mail, Yahoo Messenger, Video Conferencing, and Multimedia Message Service (MMS).

Multimedia as name suggests is the combination of Multi and Media that is many types of media (hardware/software) used for communication of information.

Multimedia is Interactive

The multimedia modality is very applicable to the new media because of this attribute. Interactivity provides users more leeway for feedback and more participation in the creation and improvement of the

https://www.tutorialspoint.com/multimedia/multimedia_introduction.h

multimedia content. Multimedia presentations can make use of hyperlinks, drop-down menus, or clickable tabs/buttons so that the user can also navigate other points within and outside the multimedia presentation.

An interactive media such as a multimedia modality allows users to get more involved not just in the content production but also in sharing the multimedia information to others. In education, multimedia can create "an environment within the presentation where the learner can give inputs and ask the system to provide certain outputs or feedback" (Liquigan, 2016)

Multimedia is Nonlinear

Nonlinear refers to being to navigate from one point in a presentation to another at any given time without being restricted of the chronological or logical sequencing of the content of the multimedia presentation. Unlike simple visual media or motion media that rely on the predefined sequencing of the content (as defined by their creators/authors/producers), a multimedia author can change the sequencing or even the timing of the content.

Multimedia modality empowers you as user to define your experience of the content that you are offered. The different modalities taken individually enhance human senses (except perhaps for the sense of smell). An example is the visual media enriching the basic textual media. The sense of touch is increasingly becoming integrated by touch screen (haptic) capabilities of technologies.

According to Liquigan (2016), producers acknowledge the benefits of multimedia in content sharing. It acknowledges the fact that people are more engaged with computers because they are not merely passive receptors of the information and that they find themselves to be more in control of how they access the information.

Components of Multimedia

Following are the common components of multimedia:

- **Text**- All multimedia productions contain some amount of text. The text can have various types of fonts and sizes to suit the profession presentation of the multimedia software.

- **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. There are two types of Graphics:

    o **Bitmap images**- Bitmap images are real images that can be captured from devices such as digital cameras or scanners. Generally, bitmap images are not editable. Bitmap images require a large amount of memory.
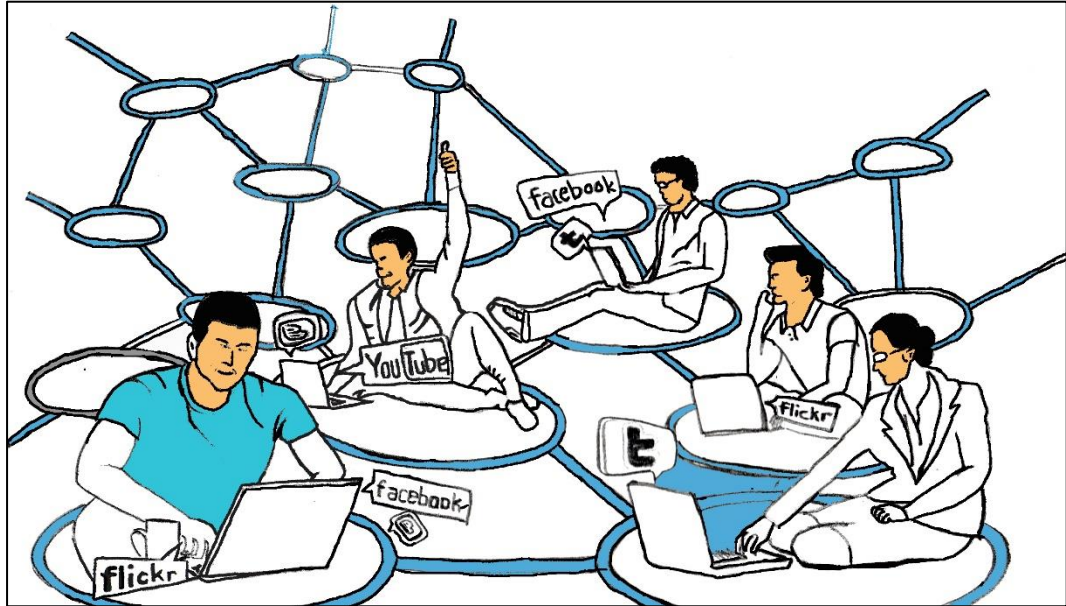
Image illustrated by: Romie G. Benolaria

- o **Vector Graphics**- Vector graphics are drawn on the computer and only require a small amount of memory. These graphics are editable.

- **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. Audio are of analog and digital types. Analog audio or sound refers to the original sound signal. Computer stores the sound in digital form. Therefore, the sound used in multimedia application is digital audio.

- **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. Video have highest performance demand on the computer memory and on the bandwidth if placed on the internet. Digital video files can be stored like any other files in the computer and the quality of the video can still be maintained. The digital video files can be transferred within a computer network. The digital video clips can be edited easily.

- **Animation**- Animation is a process of making a static image look like it is moving. An animation 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. Animation is very popular in multimedia application.

Applications of Multimedia

Following are the common areas of applications of multimedia.

- **Multimedia in Business**- Multimedia can be used in many applications in a business. The multimedia technology along with communication technology has opened the door for information of global wok groups. Today the team members may be working anywhere and can work for various companies. Thus the work place will become global. The multimedia network should support the following facilities:
    - Voice Mail
    - Electronic Mail
    - Multimedia based FAX
    - Office Needs
    - Employee Training
    - Sales and Other types of Group Presentation
    - Records Management

- **Multimedia in Marketing and Advertising**- By using multimedia marketing of new products can be greatly enhanced. Multimedia boost communication on an affordable cost opened the way for the marketing and advertising personnel.

- **Multimedia in Entertainment**- By using multimedia marketing of new products can be greatly enhanced. Multimedia boost communication on an affordable cost opened the way for the marketing and advertising personnel. Presentation that have flying banners, video transitions, animations, and sound effects are some of the elements used in composing a multimedia based advertisement to appeal to the consumer in a way never used before and promote the sale of the products.

- **Multimedia in Education**- Many computer games with focus on education are now available. Consider an example of an educational game which plays various rhymes for kids. The child can paint the pictures, increase reduce size of various objects etc apart from just playing the rhymes. Several other multimedia packages are available in the market which provide a lot of detailed information and playing capabilities to kids.

- **Multimedia in Bank**- Bank is another public place where multimedia is finding more and more application in recent times. People go to bank to open saving/current accounts, deposit funds, withdraw money, know various financial schemes of the bank, obtain loans etc. Every bank has a lot of information which it wants to impart to in customers. Today on-line and internet banking have become very popular. These use multimedia extensively. Multimedia is thus helping banks give service to their customers and also in educating them about banks attractive finance schemes.

- **Multimedia in Hospital**- Multimedia best use in hospitals is for real time monitoring of conditions of patients in critical illness or accident. The conditions are displayed continuously on a computer screen and can alert the doctor/nurse on duty if any changes are observed on the screen. Multimedia

makes it possible to consult a surgeon or an expert who can watch an ongoing surgery line on his PC monitor and give online advice at any crucial juncture. In hospitals multimedia can also be used to diagnose an illness with CD-ROMs/ Cassettes/ DVDs full of multimedia based information about various diseases and their treatment. Some hospitals extensively use multimedia presentations in training their junior staff of doctors and nurses. Multimedia displays are now extensively used during critical surgeries.

- **Multimedia Pedagogues**- Pedagogues are useful teaching aids only if they stimulate and motivate the students. The audio-visual support to a pedagogue can actually help in doing so. A multimedia tutor can provide multiple numbers of challenges to the student to stimulate his interest in a topic. The instruction provided by pedagogue have moved beyond providing only button level control to intelligent simulations, dynamic creation of links, composition and collaboration and system testing of the user interactions.

- **Communication Technology and Multimedia Services**- The advancement of high computing abilities, communication ways and relevant standards has started the beginning of an era where you will be provided with multimedia facilities at home. These services may include:
    o Basic Television Services
    o Interactive entertainment
    o Digital Audio
    o Video on demand
    o Home shopping
    o Financial Transactions
    o Interactive multiplayer or single player games
    o Digital multimedia libraries
    o E-Newspapers, e-magazines

Basic requirements of a Multimedia Content

There are hardware and software requirements of a multimedia presentation in terms of playback/storage and production/processing. The individual modalities such as video, audio, images, and graphics are typically in large file sizes and may have to require larger computer memory capacity and powerful computer processors for manipulation and presentation.

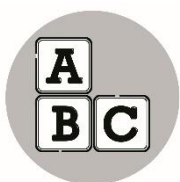**Uses of Multimedia Presentation (Parekh, 2006)**

Context	Specific Use	Description
Home entertainment	Computer-based games	- High amount of interactivity involved
	Audio/Video-on-demand systems (employing multimedia technology)	- Enables users to specify movies they would like to watch, not simply y their names, but by a host of other criteria
	Content Based Storage and	- Enables retrieval of media from archives without the need for specifying textual descriptions

	Retrieval (CBSR) technology	
Educational purposes	Computer Based Training (CBT)	- Many people can use each of these courses - No need to spend time away from office - People can learn at their own pace - Full-time instructors could be used to make these CBTs, they could be of high quality - Experimental setups could be reduced as there can be simulated - Different groups of employees could be evaluated base on standardized evaluation procedures.
Information kiosks	Multilingual product catalogs	- Information is accessed through a touch screen and viewed on a monitor
Corporate presentations		- Emphasizes the salient features and activities of a company, its products, its business partners, by incorporating multimedia elements along with textual descriptions
Business		- Product display through multimedia presentation which saves space, inventory, and distribution.
Tourism and travel industry	Packaged tours	- A multimedia system implementing an intelligent travel agent software would enable the user to specify his/her travel needs and budget, and then ask the system to find places that satisfy these requirements
Electronic shopping	Customized presentations for consumer and industrial products	- Immensely useful to e-commerce practices - Can also be useful in providing after-sales services - Can also suggest simple steps for troubleshooting
Communication and networks		- Allow real-time interactions between people who need to work together but cannot be in the same place at the same time - Provide social benefits like conservation of natural resources and reduction in pollution levels as unnecessary travel is eliminated
Medicine	High-quality magnetic resonance 3D images	- Used for complicated surgical procedures
	Archives of X-ray images, CT scans, ultrasonography images	- Enable doctors to provide better consultations and could serve as an expert system - Can help in the growth of telemedicine

Engineering applications	Computer Aided Design (CAD) and Computer Aided Manufacturing (CAM)	- Enable engineers to develop software representations of products from various viewpoints, rotate scale and move parts and portions, zoom on the critical parts, and try out various combinations before deciding on the final product implementation.
Content Based Storage and Retrieval (CBSR) systems	Fingerprint matching and other similar applications	- Immensely helpful especially in cases where there are no additional or prior information about the person in question

Using multimedia offers a multimedia of opportunities. Firstly, it enhances textual information when audio-visual elements and the like are incorporated. Audiences are more hooked because the various sensory perceptions are activated. It gains and holds attention because of the combination of communication modes that facilitate retention. It also acquaints people who are not quite comfortable with the use of computer technologies.

Finally, it has a special place in education because multimedia can make learning more stimulating and fun (Liquiga, 2016)

Source: https://www.freepik.com/free-vector/illustration-technology-vector_2605721.htm#page=1&query=Multimedia&position=0

What's More

Liquigan (2016), puts in that Multimedia may also be challenging because of the cost and complexity of preparation. Users who are not well-versed with computer technology may have difficulty in configuring certain functionalities that multimedia preparation will require. Multimedia production often requires special software and you may find yourself limited in these aspects. There are also compatibility issues when transferring or sharing multimedia content. At the end of the day, these challenges may be hurdled by exerting more effort to familiarize yourself with the design principles and criteria for managing multimedia information.

Activity 2: Lesson Portfolio

Instruction: Compile all of your outputs for the entire MIL class and create an online media portfolio. Think of this portfolio as something that you can present to would-be employers as proof of your ability to produce and share different media outputs. Then answer the following questions and encode your responses and answers, and save file as .doc or .pdf and upload in a file-sharing platform that your teacher has set up for your class.

1. What is the purpose of a portfolio?
2. How does having a portfolio become a helpful tool in your pursuit of enhancing your media and information literacy?
3. How different is your experience before and after enrolling in the subject?

What I Can Do

Activity 3: Go Online

Instructions: Choose three multimedia forms / presentations that you can find over the Internet Pick a good mix of personal, academic, corporate multimedia presentations so that you can evaluate all three of comparing and contrasting each one from the other. Use everything that you learned in the entire MIL class to analyze and synthesize your chosen presentations.

Illustrate the nuances of media text, visual, audio, motion, manipulative, or multimedia information that you see in each case. Write a 500-word reflection paper discussing your insights. Encode the paper and save file as .doc or .pdf and upload in a file-sharing platform that your teacher has set up for your class.

Culminating Activity: Webpage Development

Instructions: Imagine yourself to be a professional who also has a talent for Web-designing. You aspire to make a career on the side out of Web page building; thus, your start-up project in creating a portfolio for potential clients. Part of your portfolio is creating a homepage and a site map of a Web site dedicated to your particular area of interest or expertise.

The homepage and site map may not necessarily look too complex or sophisticated. You will just have to consider the basic knowledge that you were able to learn from your media and information literacy subject during your senior high school, including your occasional dabble on Web developing software. Feel free to ask for assistance form a Web design expert provided that the bulk of work still comes from you. There is a vast collection of supplemental readings on Web designing available online that you can check.

You may choose from any of the following (depending on your selected track or area) as your first project for this portfolio.

- **Sports Track** - Prepare a homepage and a site map for an online sports magazine dedicated to local sports aficionados like you.
-
- **Arts and Design Track** – Prepare a homepage and a site map that highlights and promotes yourself as an artist as well as your artistic or creative works.

- **Academic Track** – Prepare a homepage and a site map for an online academic journal for research outputs and creative work from academic and research scholars.

- **TVL Track** – Prepare a homepage and a site map that promotes your services as well as other related information about your profession or career.
  This activity will give you the opportunity to highlight your understanding, insights, and perceptions of different resources of media and information which were tackled in MIL modules. You may use the rubric provided below as basis for evaluation of your Web home page project.

Website Design Rubric

	Exemplary 5	Advanced 4	Proficient 3	Developing 2	Not Evident 1
Layout Does your website have an attractive and usable layout? Is it well organized?	-The website has an exceptionally attractive and usable layout -It is easy to locate important elements.	-The website has an attractive and usable layout. -It is easy to locate important elements.	-The website has a usable layout, but may appear busy or boring. -It is easy to locate most of the important elements.	The website has a cluttered or confusing layout. -It is often difficult to locate important elements.	The website has an unusable layout. -It is difficult to locate important elements.

Navigation Is your website easy to navigate forwards and backwards, with working links?	- Link are clearly labeled, consistently placed, and allow the reader to easily move from page to page.	- Links are labeled and allows the reader to easily move from page to page.	- Links allows the reader to move from page to page but some links seem to be missing.	- Link seem to missing and don't allow the ready to easily navigate.	- Links don't take
Theme and Consistency Does your project have a consistent font, color, and style theme?	-Website uses a consistent color scheme throughout the website. -Less than three fonts are used and they consistently highlight titles and have readable content. -Pages all seem related.	-Website has a color scheme. -Less than three fonts are used.	-Website uses a color scheme, but not all pages ae the same. -Less than three fonts are used within the website.	-Website has randomly chosen elements throughout. -More than three fonts are used within the website.	-Website has no color scheme. -More than three fonts are used and they don't highlight the titles and content. -Pages seem unrelated.
Creativity and Design Does your project show originality and good overall design?	-Product shows a large amount of original thought. -Ideas are creative and innovative.	-Excellent sense of creativity and design. -Graphic elements enhance and support the presentation of content.	-Good use of graphics and/or other design elements. -Evidence of originality and creativity enhance the content present.	-Little evidence of original thinking. -Minimal use of design elements. -Lots of text little use of other elements such as graphics or pictures.	-Use of elements detracts from presentation. -Graphics, color schemes, transitions, and backgrounds disrupt flow.
Oral Presentation Communicate effectively with the audience and the judges	. Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery. - Presentation was well-rehearsed.	Delivery was clear. Communication of ideas was good. - Voice projection was good. - Good eye contact was made.	-Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. -Voice projection was adequate with very few	-Communication of the idea was broken and hard to follow. - Projection was low with several mispronounced words, or "um's" and "likes".	-Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction. -Communication of the main idea

	-Voice, eye contract and pacing held the attention of the audience.		mispronounced words, or "um's" and "likes"	Eye contact was infrequent.	was broken and hard to follow.
Published Is your website published online? Does the content on your website reflect true information?	-Website is posted online and has a direct link. -Website is up to date and can easily be edited. -Content is meaningful and true.	-Website is posted online but does not have a direct link. - Website information is up to date but is difficult to update. -Content is true.	-Website is posted online but does not have a direct link. -Website information is up to date but not easily editable. -Content is true but lacks depth.	-Website is not published online and is only viewable form a computer. -Website information is up to date but not easily editable. -Content lacks depth.	-Website is not published online and is only viewable from a computer. -Website is not up to date. Content on website seems unrealistic.
Copyright Were all works created by the student or used with Creative Commons permissions?	-All work is student design and created. -Work that was used with Creative Commons permissions is sited properly. -Information used for content is sited properly using a link to the original information. *Note:* A score of 5 in this category is required to place.				-Work was not student created. -Creative Commons materials or elements were not sited properly. -Information or date within website was not linked to original site. *Note:* A score of 0 in this category prevents the ability to place.

Source: https://s3.amazonaws.com/scschoolfiles/451/web_design_rubric.pdf

Assessment

A. True or False: Write True is the statement is correct otherwise write False.

_____1. Multimedia boost communication on an affordable cost opened the way for the marketing and advertising personnel.

_____2. The advancement of high computing abilities, communication ways and relevant standards has started the beginning of an era where you will be provided with multimedia facilities at home.

_____3. Multimedia best use in hospitals is for real time monitoring of conditions of patients in critical illness or accident.

_____4. Interactivity provides users more leeway for feedback and more participation in the creation and improvement of the multimedia content.

_____5. There are hardware and software requirements of a multimedia presentation in terms of playback/storage and production/processing.

_____6. A multimedia application may not require the use of speech, music and sound effects.

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_____9. Pedagogues are not useful teaching aids only if they stimulate and motivate the students.

_____10. Multimedia as name suggests is the combination of Multi and Media that is many types of media (hardware/software) used for communication of information.

A. Multiple Choice Select the letter of the best answer from the given choices.

1. Multimedia component that makes multimedia application attractive.

   C. Text   C. Audio
   D. Graphics   D. Bitmap

2. It is the representation of information in an attractive and interactive manner with the use of a combination of text, audio, video, graphics and animation.

      A. Graphics   C. Multimedia

      B. Manipulative   D. Animation

3. It is the process of making a static image look like it is moving.

      A. Animation   C. Multimedia

      B. Manipulative   D. Graphics

4. It refers to being to navigate from one point in a presentation to another at any given time without being restricted of the chronological or logical sequencing of the content of the multimedia presentation.

     A. Nonlinear   C. Multimedia

     B. Linear   D. Animation

5. Which of the following is not an application of multimedia?

     C. Multimedia in Education   C. Multimedia in Hospital

     D. Multimedia in Government   D. Multimedia in Entertainment

Answer Key

B. **Multiple Choice**
1. B
2. D
3. C
4. A
5. B

A. **True or False**
1. True
2. True
3. True
4. True
5. False
6. True
7. True
8. True
9. False
10. True

Assessment:

B. **Multiple Choice**
1. B
2. A
3. C
4. A
5. B

A. **True or False**
1. True
2. True
3. True
4. False
5. True
6. False
7. True
8. True
9. True
10. True

What I Know

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