Multimedia Overview

# Web-based Multimedia

Web-based multimedia is almost anything that you can see or hear on the web. Some examples of this are images, music, sounds, videos, records, films, and animations.

# Poor Use of Multimedia

A website that uses multimedia poorly is <http://www.mortimerlumber.com/>. The first thing you will notice when loading this page is the distracting animated background. The overall look of the page reminds me of a mid-90s Angelfire website. The homepage is just a jumbled mess of product categories with low-quality thumbnail images and the multitude of different fonts makes it hard to navigate the page.

# Concerns Using Multimedia

Some concerns when using multimedia include compatibility, loading time, and potential damage to search engine rankings. If a site does not keyword-optimize the multimedia content, it could negate the SEO work on the non-multimedia portion of the site. Loading time could become and issue since multimedia content takes longer to load than static content. With compatibility, you could run into the problem with a browser that is not compatible with your media.

# Augmented Reality

A company that is utilizing augmented reality is Converse shoes. They have an app that allows you to virtually try on different shoes to see if you like them. You can even screenshot your selection and share it. When you find a shoe that you like, you can also go straight to that selection in their online store to buy the shoes. As a huge fan of Chuck Taylors, I would definitely use this app.

<https://www.freshnessmag.com/2010/12/07/the-sampler-by-converse-augmented-reality-iphone-app/>

# Examples of Multimedia

## Text

A Message From Earth shows good use of text. With different fonts and sizes, I was very engaged in the content.

<https://amessagefrom.earth/>

## Image

ETQ is a good example of image multimedia. They use a minimalistic design with images of their product as the main focus.

<https://www.etq-amsterdam.com/>

## Audio

Google has made an interactive site to tour through Abbey Road Studios. The site gives you an audio tour through the three studios as well as allowing you to click on pop-ups along the tour.

<https://insideabbeyroad.withgoogle.com/en>

## Video

Swiss Airlines website content is almost all videos. This works well for users who like to get there content aurally and visually.

<https://www.swiss.com/worldofswiss/en/>

## Animation

Ice & Sky uses animation to tell the history of global climate change. This really helped to keep me absorbed in the story.

<http://education.iceandsky.com/>

# HTML5 Supported Formats

## Video

MP4, WebM, and Ogg

## Audio

MP3, Wav, and Ogg