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MULTIMEDIA

What is

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Multimedia is a type of medium that allows information to be easily transferred from one location to another.

Multimedia is the presentation of text, pictures, audio, and video with links and tools that allow the user to navigate, engage, create, and communicate using a computer.

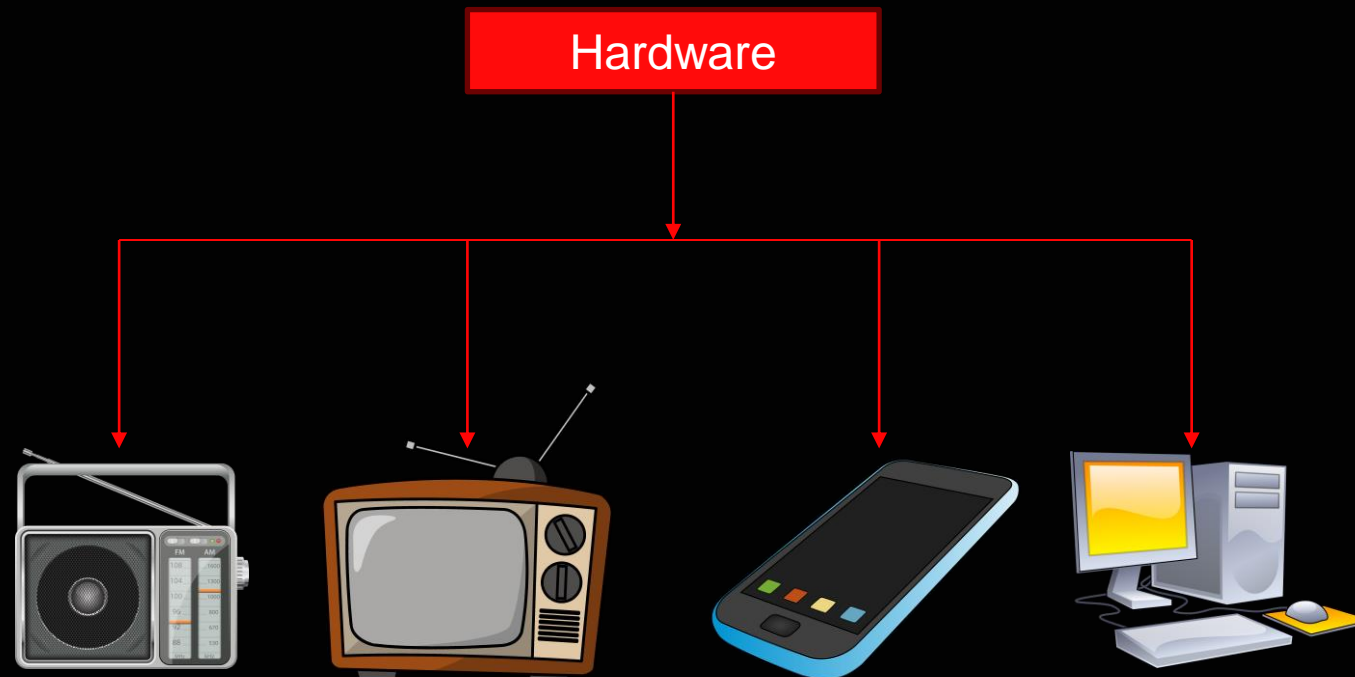
Multimedia refers to the computer-assisted integration of text, drawings, still and moving images(videos) graphics, audio, animation, and any other media in which any type of information can be expressed, stored, communicated, and processed digitally

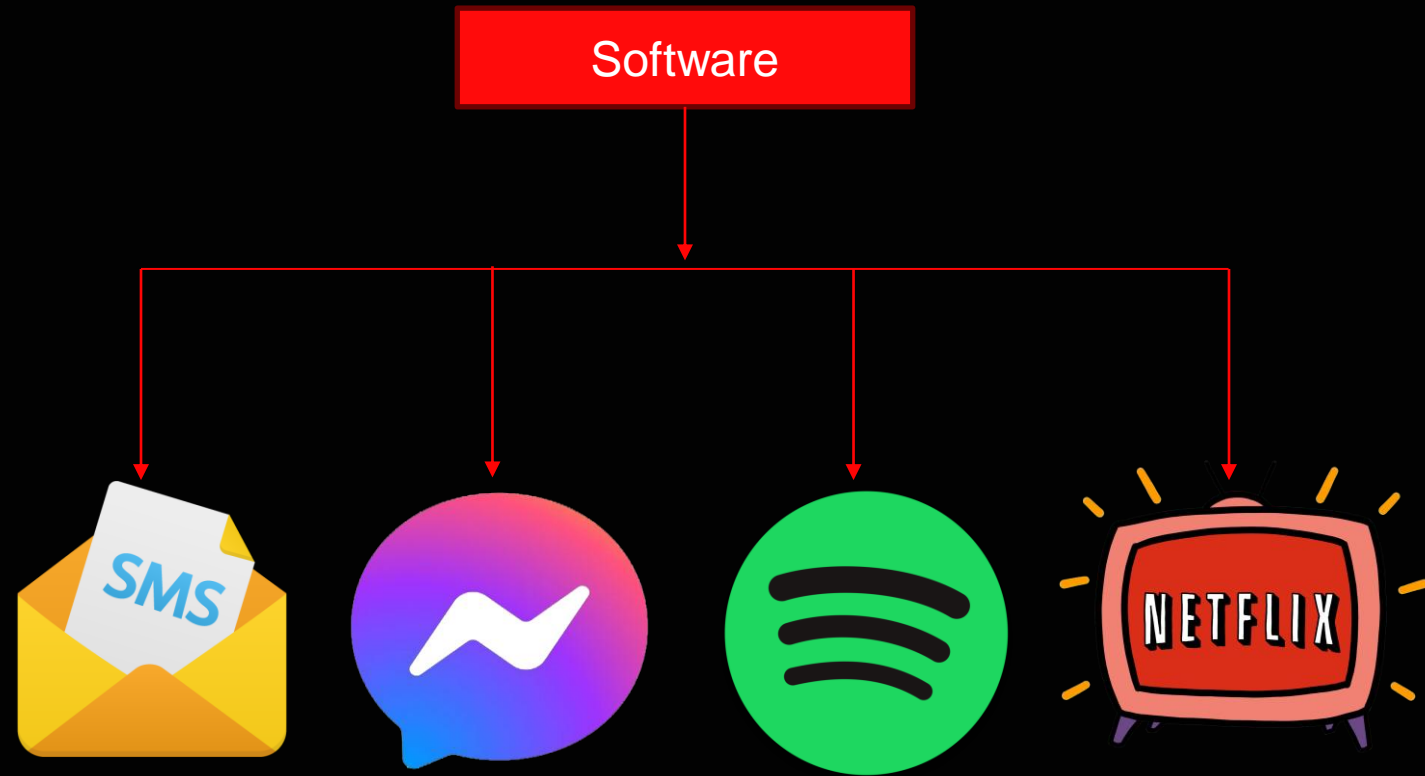
In other words we can say that Multimedia is a computerized method of presenting information combining textual data, audio, visuals (video), graphics and animations.

For examples :



To begin, a computer must be present to coordinate what you see and hear, as well as to interact with. Second, there must be interconnections between the various pieces of information. Third, you'll need navigational tools to get around the web of interconnected data.





Multimedia is being employed in a variety of disciplines, including education, training, and business.

Categories of Multimedia

Linear
Multimedia

vs.

Non-Linear
Multimedia

Linear Multimedia

- ❑ It is also called Non-interactive multimedia
- ❑ The end-user cannot control the content of the application.
- ❑ Literally no interactivity of any kind.
- ❑ Lacks all the features with the help of which, a user can interact with the application such as the ability to choose different options, click on icons, control the flow of the media, or change the pace at which the media is displayed.
- ❑ Works very well for providing information to a large group of people such as at training sessions, seminars, workplace meetings, etc.

Examples are PPT, Cinema, Movies, Tv Shows

Non-Linear Multimedia

- ❑ The end-user is allowed the navigational control to rove through multimedia content at his own desire.
- ❑ The user can control the access of the application.
- ❑ Offers user interactivity to control the movement of data.

For example computer games, websites, self-paced computer-based training packages, etc.

Applications of Multimedia

- ❖ Education
- ❖ Entertainment
- ❖ Business
- ❖ Technology & Science
- ❖ Fine Arts
- ❖ Engineering

Stages of Multimedia Project

- a.Pre-production
- b.Production
- c.Post-production
- d.Multimedia Skills Required
in a Team

Pre-production is the creative and logistical process of planning the elements needed to produce a feature film, TV show, play, or any other type of creative performance. Pre-production is part of a three-step process followed by production (the actual filming or performance), and post-production, which mainly consists of editing, visual effects.

4 Steps in the Pre Production Process

- ❖ **Scripting**: Write your script and create a script breakdown.
- ❖ **Legal and Budgets**: Take care of the business side of production and hire your crew.
- ❖ **Creative Planning**: Work with your department heads to plan out everything needed to make your project work. Storyboard and make a shot list.
- ❖ **Logistics**: Revise your shooting schedule and budget. Work with your location scout, book gear, hire talent, and start rehearsing.

Scripting

- **Write the script**
 - The first step in successful film production is getting your script ready.
- **Create a script breakdown**
 - At this production stage, you need to go through your entire script and pick out everything – location, character, costume, sound effect, prop, visual effect, extras – that's seen or heard in the film.

Legal & Budgets

- **Form a company**
 - Every production is basically a business. So before you start putting out casting calls, you need to decide what kind of business you are.
- **Make a budget**
 - ❖ **Dream budget**
 - Imagine money's no object.
 - ❖ **Restrained budget**
 - Do the same thing but rein it in a bit.
Example:
Pick Vinnie Jones as your lead rather than Dwayne Johnson.
 - ❖ **Shoestring budget**
 - Think about the cheapest way you could achieve your filmmaking goals.



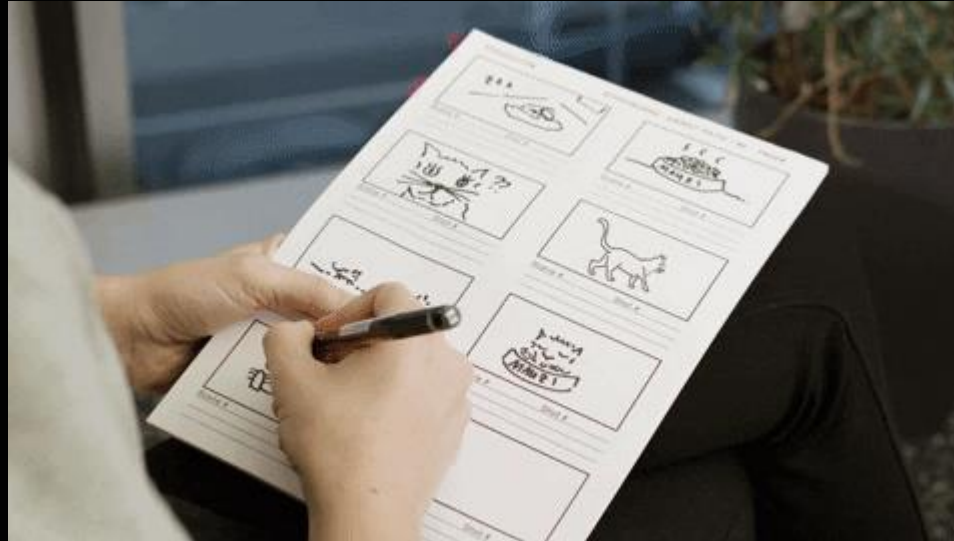
➤ Create a production schedule

➤ Assemble a crew

- casting director
- cinematographer
- costume designer
- director of photography
- editor
- production coordinator
- production designer
- production sound mixer
- art director
- lead makeup artist



Creative planning



- Start creative planning
- Create a storyboard
- Make a shot list

Logistics



- ✓ **Revise the budget and shooting schedule**
- ✓ **Book the gear and locations**
- ✓ **Hire your production crew and talent**
- ✓ **Start rehearsing and prepping**
- ✓ **Send out your call sheets**

Production

The production phase is where you capture all the interviews and footage for your video. This is the part where the story begins to come to life.

The production phase is where all the raw materials for your video will be captured. If you have specific visions, ideas, or visuals that you want to be included in the final product, be sure that you have clearly communicated that with your producer before the end of the production phase.

The production phase includes:

- Setting up the sound/lighting/video equipment
- Conducting interviews
- Recording voiceovers (if they are needed for your project)
- Capturing b-roll (extra footage that is used to support your story)

Post-Production

After the production phase is finished, the producer and editor go to work. During the post-production phase, your video production team will begin the process to organize, plan, and edit the actual video.

Your producer will carefully review all the footage and transcribe all of the interviews conducted. Then, they will assemble the story and the video editor does their magic to bring all the pieces together.

The post production phase includes:

- Logging the interviews
- Producing the final story
- Music selection
- Video editing
- Reviews/approvals
- Final Delivery

Multimedia Production Team



Production manager



Content specialist



Script writer



Text editor



Multimedia architect



Computer graphic artist



Audio and video specialist



Web master
computer programmer