

Jamhuriya University
of Science and Technology (JUST)



جامعة جمهورية
للعلوم والتكنولوجيا

Home of Quality Education

FACULTY OF COMPUTER & IT

SUBJECT: MULTIMEDIA AND ITS APPLICATION

MODULE 1: ESSENTIAL CONCEPTS IN MULTIMEDIA & BEYOND.



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MODULE OUTLINE

- **Multimedia Concept and Usage.**
- **Graphic designer, Jobs and Equipment's.**
- **Video Editor, Jobs and Equipment's.**
- **Paper Sizes - A Series.**
- **Color Concepts.**
- **Web Resources.**
- **Adobe History & Products.**

Instructor: Mohamed Abdullahi Nor



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WHAT IS MULTIMEDIA?

MULTIMEDIA



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Means that computer information can be represented through **audio, video** and **animation**.

THE BASIC ELEMENTS OF MULTIMEDIA



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File Basic Elements of Multimedia:

Static Elements

- Text
- Graphic

Dynamic Elements

- Animation
- Video
- Audio

THE BASIC ELEMENTS OF MULTIMEDIA



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Text : characters that are used to create words, sentences, and paragraphs.



Graphics : A digital representation of non-text information, such as a drawing, chart, or photograph.




Animation : Flipping through a series of still images. It is a series of graphics that create an illusion of motion.

THE BASIC ELEMENTS OF MULTIMEDIA



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 **Video** : Photographic images that are played back at speeds of 15 to 30 frames a second and the provide the appearance of full motion.

 **Audio**: Music, speech, or any other sound.

USAGE OF MULTIMEDIA



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Multimedia finds its application in various areas including, **but not limited** to:

- Advertisement
- Education
- Entertainment



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MULTIMEDIA COMPANIES

1. Adobe
2. Corel Corporation (CorelDRAW)
3. Macromedia (Dreamweaver)
4. Avid Technology (Audio & Video Editing)
5. Blender Foundation (3D Creation)



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WHAT IS GRAPHIC DESIGN?

GRAPHIC DESIGN



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Graphic Design is the process of visual communication and problem-solving through the use of typography, photography and illustration.



GRAPHIC DESIGN



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Related jobs: Production Design artist, Graphic artist, website designer, IU Designer, Photo-retouch, Desktop publishing, Prototype Designer, Illustration and etc.

Occupation type: Profession.

Activity sectors: Advertising Agencies , Brand Agencies, Printing Agencies and etc.

Skills: Photoshop, Illustrator and InDesign.

PRACTICAL SKILLS AND TALENT



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Practical skills:

- Communication skills
- Drawing & sketching
- Research & Creativity
- Software skills
- Time management
- Attention to detail
- Camera Skills
- Measurement Skills

Talent:

- Imagination
- Open mindedness
- Conceptual thinking



GRAPHIC DESIGN



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THE 8 TYPES OF GRAPHIC DESIGN



1. VISUAL IDENTITY GRAPHIC DESIGN



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A brand is a relationship between a business or organization and its audience. A brand identity is how the organization communicates its personality, tone and essence, as well as memories, emotions and experiences.



2. MARKETING AND ADVERTISING GRAPHIC DESIGN



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When most people think of graphic design, they think of designs created for marketing and advertising.

Examples of marketing graphic design:

- Postcards and flyers
- Magazine and newspaper ads
- Posters, menus, banners & billboards
- Infographics
- Brochures (print and digital)
- Vehicle & Email Signage design
- PowerPoint presentations
- Social media banners and graphics
- Images for websites and blogs



3. USER INTERFACE GRAPHIC DESIGN

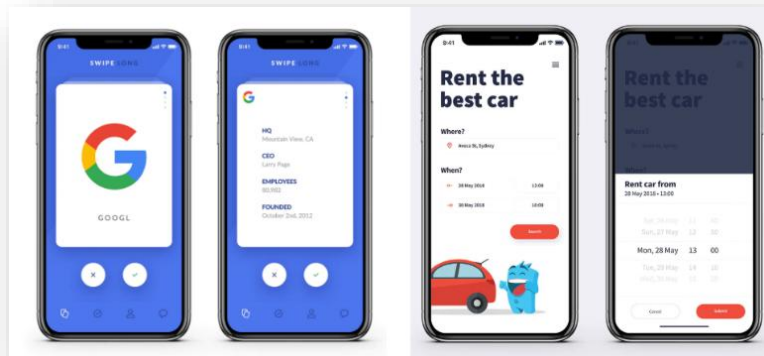


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A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience.

Examples of user interface:

- Web page design
- Theme design (WordPress, etc.)
- Game interfaces
- App design



4. PUBLICATION GRAPHIC DESIGN



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Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium. Think books, newspapers, magazines and catalogs. However, there's recently been a significant rise in digital publishing.

Examples of Publication:

- Books
- Newspapers
- Newsletters
- Annual reports
- Magazines
- Catalogs



5. PACKAGING GRAPHIC DESIGN



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Most products require some form of packaging to protect and prepare them for storage, distribution, and sale. But packaging design can also communicate directly to consumers, which makes it an extremely valuable marketing tool.



6. MOTION GRAPHIC DESIGN



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Motion graphics designer is a somewhat new specialty for designers.

Formally reserved for TV and film, technological advances have reduced production time and costs, making the art form more accessible and affordable.

Examples of motion graphic design:

- Title sequences and end credits
- Advertisements
- Animated Logos
- Promotional videos
- Tutorial videos
- Websites – slide shows
- Apps
- Video games
- Banners
- GIF
- Icons

7. ENVIRONMENTAL GRAPHIC DESIGN



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Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate.

Examples of environmental:

- Sign Banners
- Office branding
- Public transportation navigation
- Retail store interiors
- Stadium branding
- Event and conference spaces
- Directions



8. ART AND ILLUSTRATION FOR GRAPHIC DESIGN



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Graphic art and illustration are often seen as being the same as graphic design, however they're each very different. Designers create compositions to communicate and solve problems, graphic artists and illustrators create original artwork.

Examples of art & illustration:

- T-shirt design
- Graphic patterns for textiles
- Stock images
- Video games
- Comic books
- Technical illustration
- Concept art



ESSENTIAL EQUIPMENT'S



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PC / LAPTOP

- Core i5 or Above
- 8 + RAM & 1 TB + HDD/SSD
- 2 + Graphic Card
- Screen 21 inch +

Internet & Camera

Drawing Materials

- Paper & Pencil
- Maker & Rule
- Panton Color

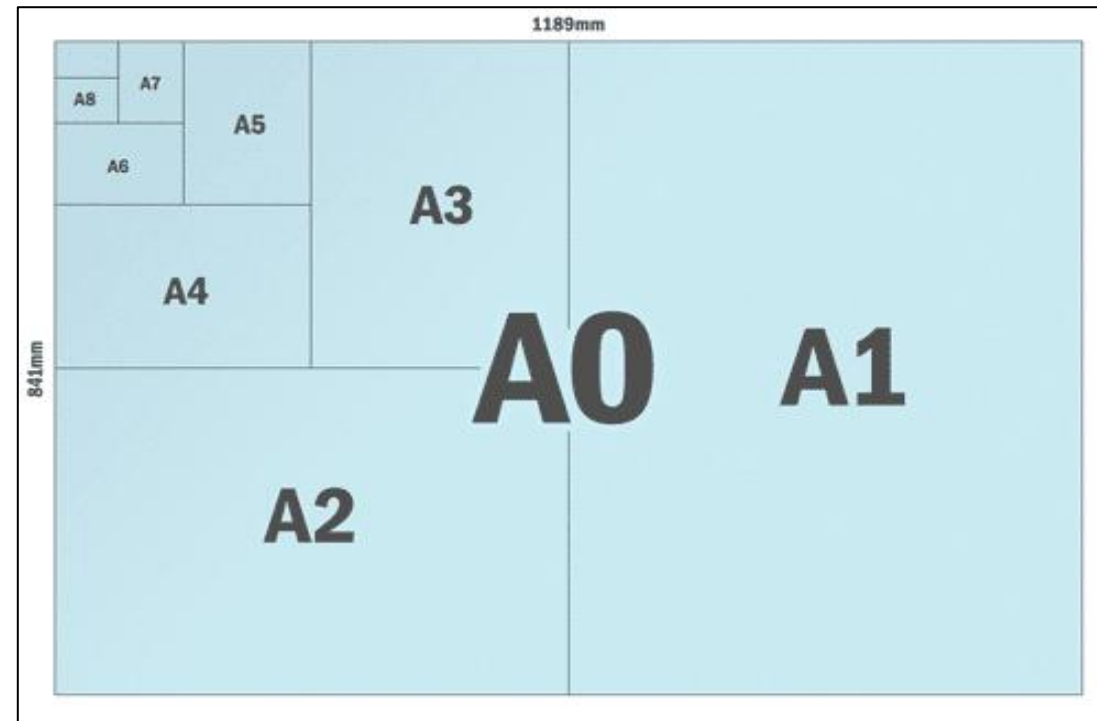




PAPER SIZES - A SERIES

A Series : These are the international A series paper sizes as defined by the ISO 216 standard.
More info : - <https://papersizes.io/>

A SERIES	DAIMONIONS
A0=	84.1 × 118.9 cm
A1 =	59.4 × 84.1 cm
A2 =	42 × 59.4 cm
A3 =	29.7 × 42 cm
A4 =	21 × 29.7 cm
A5 =	14.8 × 21 cm
A6 =	10.5 × 14.8 cm



COLOR THEORIES



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- Color is a set of principles used to create harmonious color combinations.
(Mixing & Additive)
- Colors affect us in numerous ways, both mentally and physically. Example: A strong **RED COLOR** has been shown to Dangerous while **GREEN COLOR** has been shown a development or growth.

Types of Color Theories

- Subtractive Theory
- Additive Theory
- Tertiary Colors

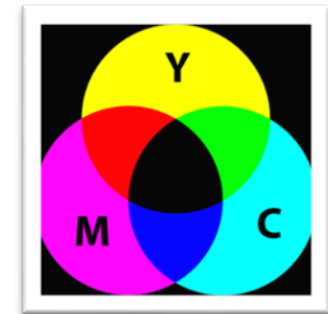


TYPES OF COLOR THEORIES

- **Subtractive/Pigment Theory**

- The Secondary colors in Subtractive Theory are: C M Y K
- Cyan (C)
- Magenta (M)
- Yellow (Y)
- Black (K)
- Subtractive or Pigment Theory is used in printing and painting.

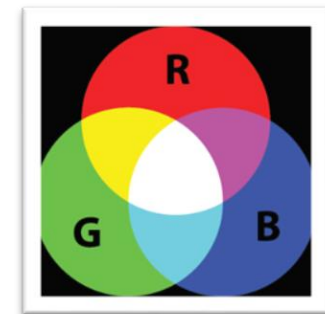
Secondary colors



- **Additive/ Light Theory**

- The primary colors in Additive Theory are: R G B
- Red (R)
- Green (G)
- Blue (B)
- Light Theory is used in Television, computer monitors, and video production.

Primary colors





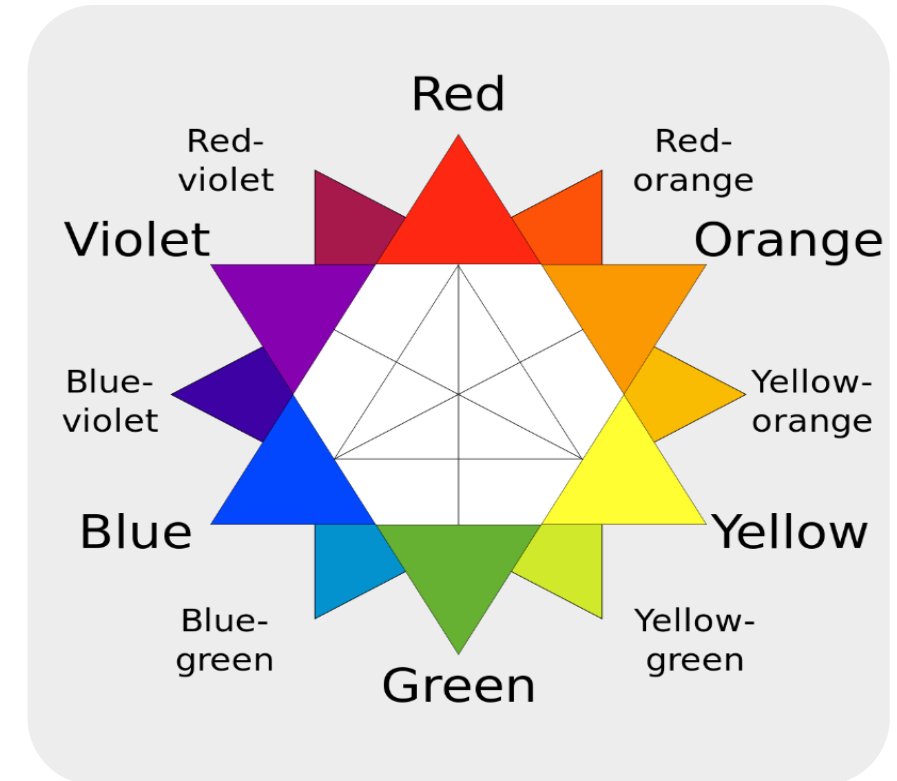
TYPES OF COLOR THEORIES

Tertiary Colors

- When you mix a Primary and its nearest Secondary on the Basic Color Wheel you create new mixtures called Tertiary colors

Example:-

- Yellow + Orange = YELLOW-ORANGE
- Red + Orange = RED-ORANGE
- Blue + Green = BLUE-GREEN



WEB RESOURCES



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www.freepik.com

Freepik.com is the #1 resources site for vector graphics for graphic designers.

Freepik is a search engine that helps graphic and web designers to locate high quality photos, vectors, illustrations and PSD files for their creative projects. *Icons, Templates, Logo, Mockups & HD images.*



www.flaticon.com

Flaticon is the largest search engine of free icons in the world. Flaticon offers users, high quality graphic designs: totally editable vectors that can be used in both personal and commercial projects.

2.5 M+ Free vector icons in SVG, PSD, PNG, EPS format or as ICON FONT.

The Behance logo is the word 'Behance' in a white, bold, sans-serif font, centered on a solid blue rectangular background.

Behance

www.behance.net

Behance, part of the Adobe family, is the leading online platform to showcase and discover creative work. Creative people around the world join Behance, entering a community made with their original work and creative process in mind.

WEB RESOURCES



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The logo for pxhere free images consists of the word "pxhere" in a white, lowercase, sans-serif font, with "free images" in a smaller, white, lowercase, sans-serif font below it, all set against a solid blue rectangular background.

<https://pxhere.com>

On **Pxhere** you may find and share images free of copyrights. All pictures are released under Creative Commons CC0 into the public domain.

You can ***copy, modify, distribute, and use the images, even for commercial purposes***, all without asking for permission or giving credits to the artist.

The Adobe Color CC logo features a purple circular icon with three white dots connected by lines, resembling a network or a color palette. Below the icon, the text "Adobe Color CC" is written in a white, sans-serif font, all on a dark purple rectangular background.

www.color.adobe.com

Create color palettes with the color wheel or image, browse thousands of color combinations from the Adobe Color community.

The Google Fonts logo features the word "Google" in its multi-colored sans-serif font, followed by the word "Fonts" in a white, sans-serif font, all on a solid red rectangular background.

www.fonts.google.com

Google Fonts is a library of 992 free licensed font families, an interactive web directory for browsing the library.



<https://www.1001fonts.com/>

1001 is the of the largest library of free fonts in the world.

WEB RESOURCES



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<https://dribbble.com/>

Dribbble.com is a community of designers sharing screenshots of their work, process, and projects. It's a great place for visual inspiration across web, mobile, branding, and more.



<https://www.pinterest.com/>

Pinterest while not exclusively a design site, Pinterest offers an immense collection of design ideas, trends, and creative works across all fields.

ADOBE



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Adobe: is an American Multinational Computer software company headquarter in California, USA.

Adobe has historically focused upon the creation of multimedia Adobe was founded in **February 1982**.





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ADOBE PRODUCTS

FOR GRAPHIC DESIGNERS



Photoshop

Edit, composite, and create beautiful images, graphics, and art on desktop and iPad.

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Illustrator

Create beautiful vector art and illustrations.

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and art on desktop and iPad.

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Adobe XD

Design, prototype, and share user experiences.

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Dreamweaver

Design and develop modern, responsive websites.

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[Buy now](#)

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Edit and craft polished films and video.

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After Effects

Create motion graphics and visual effects for film, TV, video, and web.

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Photoshop

Edit, composite, and create beautiful images, graphics, and art on desktop and iPad.

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CREATIVE CLOUD PLANS & PRICING

<https://www.adobe.com/creativecloud/plans.html>



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Module 1: **Essential concepts in multimedia and beyond.**

