Subject: Multimedia and its Application

Module 1: Essential concepts in multimedia and beyond.

Instructor: Ayub M. Abdikarim

Module Outlines

- Multimedia Concept and Usage.
- Graphic designer, Jobs and Equipment’s.
- Video Editor, Jobs and Equipment’s.
- Paper Sizes - A Series.
- Color Concepts.
- Multimedia web resources.
- Adobe History & Products.

What is Multimedia?

Multimedia

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

The Basic Elements of Multimedia

File

Basic Elements of Multimedia

1. Static Elements
   - Text
   - Graphic
2. Dynamic Elements
   - Animation
   - Video
   - Audio

The Basic Elements of Multimedia

- **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

- **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

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

1. Advisement
2. Education
3. Entertainment

Multimedia Companies

The popular Multimedia Companies in the world:-

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

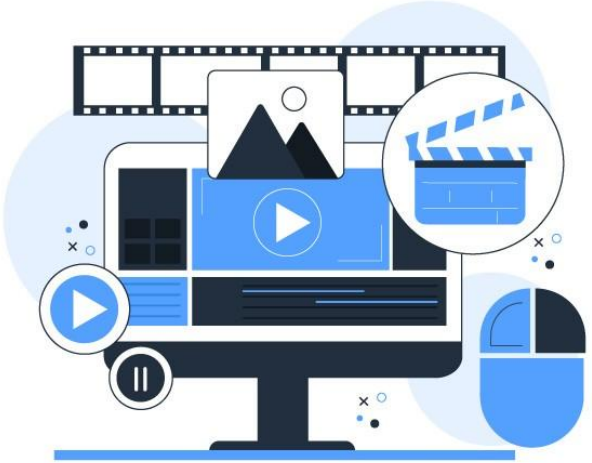
What is graphic designer?

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

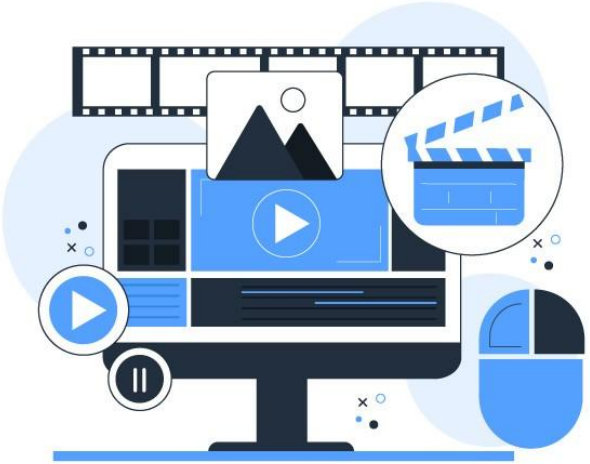
What is graphic design?

- **Related jobs:** Production Design artist, Graphic artist, 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.

What is video editing?



- Video editing is the process of manipulating video footage, which includes cutting, rearranging, adding/removing audio, effects, and enhancing audio/video for final production.



- **Related jobs:** Video Editor, Motion Graphics Designer, Cinematographer, Sound Designer, Visual Effects Artist, and more.
- **Occupation type:** Profession.
  Activity sectors: Film Production, Television, Advertising Agencies, Online Content Creation, and more.
- **Skills:** Adobe Premiere Pro, Final Cut Pro and After Effects.

Graphic designer and video editor: Practical skills and talent

Practical skills:

- Verbal communication.
- Drawing and sketching.
- Research and Creativity.
- Software skills
- Time management.
- Attention to detail.

Talent

- Imagination.
- Open mindedness.
- Conceptual thinking.
- Problem solving.

THE 8 TYPES OF GRAPHIC DESIGN

1. Visual identity graphic design

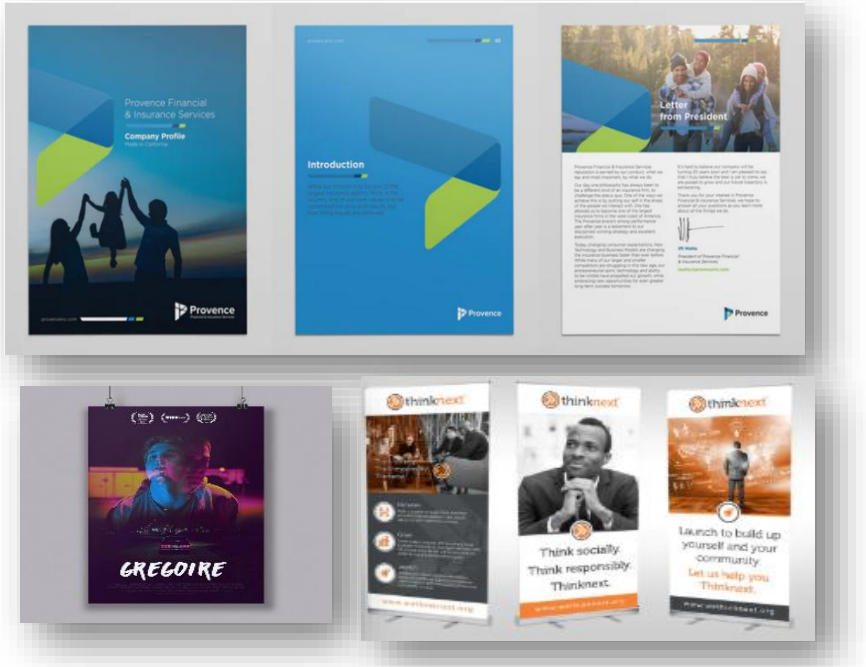
A brand is a relationship between a business or organization and its audience. A brand identity is how the organization communicates its personality, tone and essence, as well as memories, emotions and experiences.

2. Marketing & advertising graphic design

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

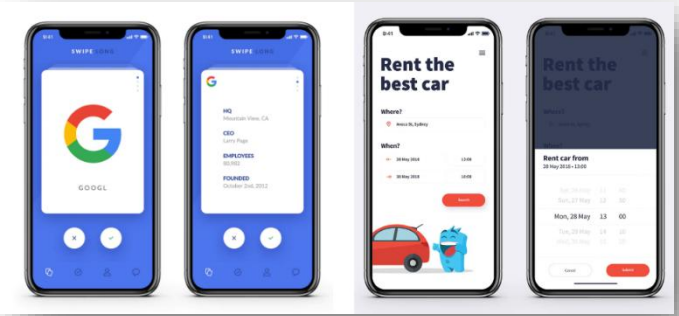


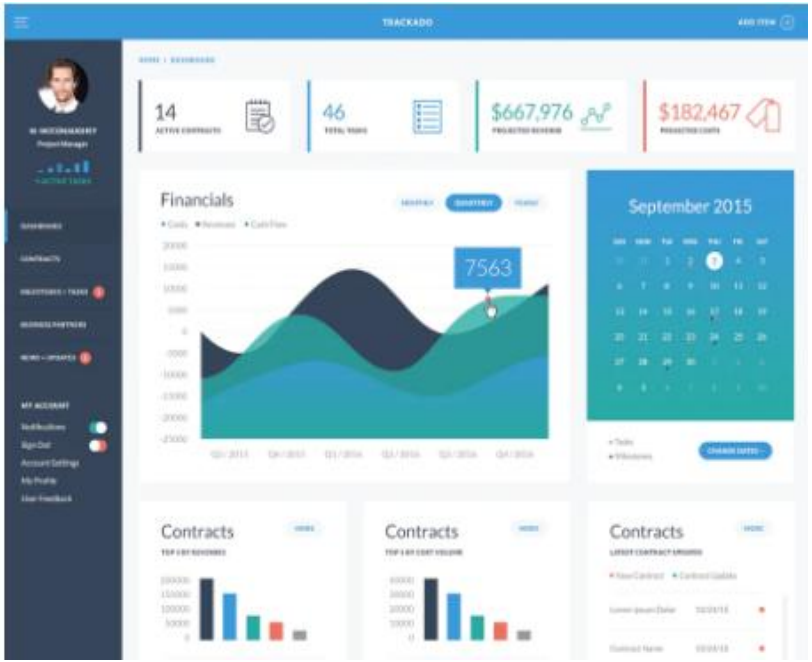
3. User interface graphic design

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 graphic design

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





4. Publication graphic design

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 graphic design

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

5. Packaging graphic design

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

- A motion graphics designer creates animated visuals and graphics, combining design and film techniques to convey messages in engaging ways.

- 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

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 graphic design

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

8. Art and illustration for graphic design

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 for graphic design

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

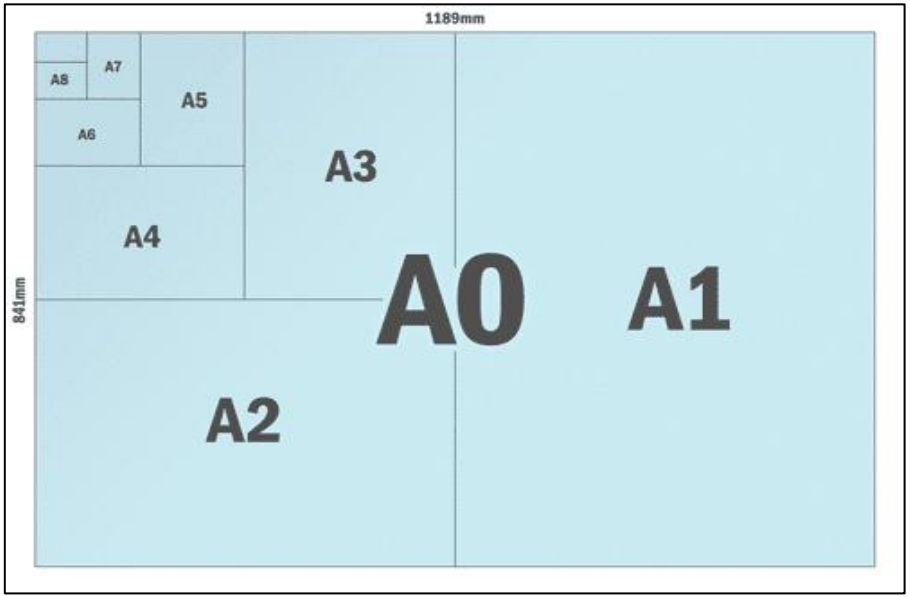
Essential equipment's

- **PC / LAPTOP**
  - Core i5 or Above
  - 8 + RAM & 1 TB HDD
  - 2 + Graphic Card
  - Screen 21 inch +
- **Internet & Camera**
- **Coffee**
- **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***



Paper Sizes - B&C Series

Assignment:

- Paper Sizes (B & C Series)
- Deadline: [Next Class]

Color Theories

- 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**
  1. Subtractive Theory.
  2. Additive Theory.
  3. Tertiary Colors.

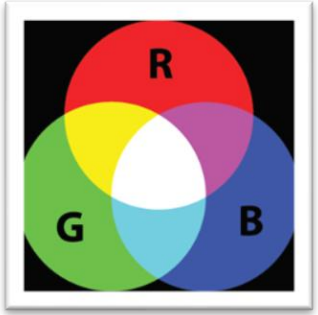
Types of Color Theories

- **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.

Secondary colors



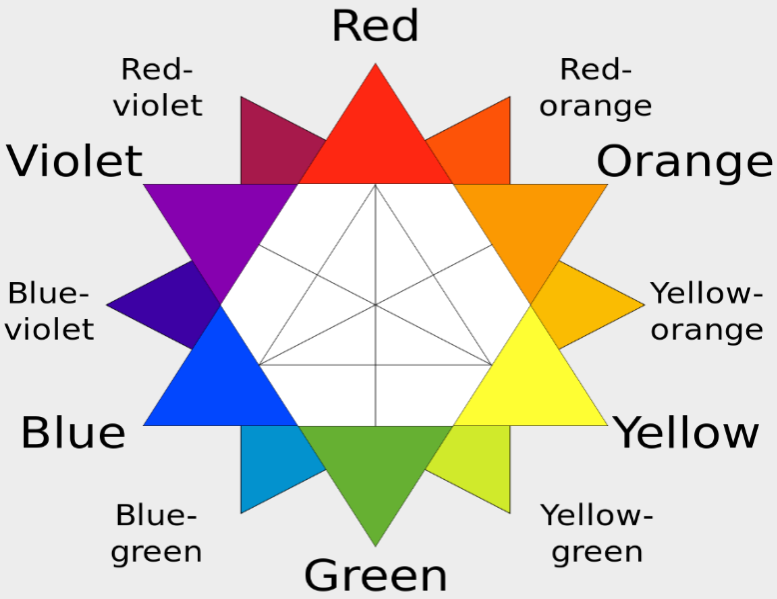
Types of Color Theories

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



Websites

freepik

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.

FLATICON

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 hat can be used in both personal and commercial projects.

5.2M+ Free vector icons in SVG, PSD, PNG, EPS format or as ICON FONT.

Bēhance

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.

Websites

pxhere
free images

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.

Adobe Color CC

www.color.adobe.com

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

Google Fonts

www.fonts.google.com

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

FONTS

https://www.1001fonts.com/

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

Websites

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://wwwpinterest.com/

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

Adobe

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

Adobe

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

Adobe Products

For Graphic Designers

Ps

Photoshop

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

Start free trial

Buy now

Ai

Illustrator

Create beautiful vector art and illustrations.

Start free trial

Buy now

Id

InDesign

Craft elegant layouts at your desk or on the go.

Start free trial

Buy now

Adobe Products

For Web Designers

Ps

Photoshop

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

Start free trial

Buy now

Xd

Adobe XD

Design, prototype, and share user experiences.

Get XD for free

Dw

Dreamweaver

Design and develop modern, responsive websites.

Download trial

Buy now

Adobe Products

For Video Editing & Amination

Pr

Adobe Premiere Pro

Edit and craft polished films and video.

Start free trial

Buy now

Ae

After Effects

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

Start free trial

Buy now

Ps

Photoshop

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

Start free trial

Buy now

Adobe Products

Creative Cloud Plans & Pricing

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

Illustrator

US$20.99/mo

Create beautiful vector art and illustrations.
See plan & pricing details

Add Adobe Stock.
Get one month free.*

Buy now

Photoshop

US$20.99/mo

Create beautiful graphics, photos, and art anywhere.
See plan & pricing details

Add Adobe Stock.
Get one month free.*

Buy now

InDesign

US$20.99/mo

Page design and layout for print and digital media.
See plan & pricing details

Add Adobe Stock.
Get one month free.*

Buy now

Adobe XD

US$9.99/mo

Design, prototype, and share user experiences.
See plan & pricing details

Add Adobe Stock.
Get one month free.*

Buy now

Module 1: Essential concepts in multimedia and beyond.

thank
you