Multimedia 101

What is Multimedia?

Author Tay Vaughan, writer of the textbook *Multimedia: Making It Work,* defines multimedia as "any combination of text, art, sound, animation, and video delivered to you by computer or other electronic or digitally manipulated means" (Vaughan). For example, a billboard advertisement is composed of an image and text, and with the improvement of technology and its capabilities, many advertisements have motion now too.

Types of Multimedia

Multimedia can be divided into two categories—interactive and passive. With interactive multimedia, also known as nonlinear multimedia, the end user is allowed to control what and when the elements are presented. There is less user interaction with passive, or linear, multimedia. Linear multimedia has a clear beginning and an end.

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Multimedia has become an integral part of out everyday lives

Purpose of Multimedia

The purpose of multimedia is to more proactively educate people. As the Education Coalition explains, as society progresses "humans would be able to increase the power of our most important innate tools for dealing with the world - our ability to perceive, think, analyze, reason, and communicate" (Multimedia). In other words, the improvements of human tools results in more powerful multimedia results. Multimedia has the ability to teach people more effectively. Multimedia e-learning has popularized as technology further develops. Whereas before multimedia was only seen in videos, the now more interactive multimedia makes learning more personalized and memorable. As the Center for Excellence in Teaching shows, the educational benefits of multimedia extend from interactive multimedia tutorials to virtual field trips (Education).

Creation of Multimedia

Multimedia has become more intricate over time. As technology evolves and the tools to create multimedia become more sophisticated, the complexity of the creations also increase. From a simple digitally manipulated photo in a newspaper to interactive websites at the tip of your hands to virtual reality becoming a home addition, the level of skill required to create some multimedia has drastically increased. The increase use of

Examples of Multimedia

Some examples of multimedia include digitally manipulated images, text, or animations. This includes billboards ads, newspapers, magazines, textbooks. Many training programs can now include interactive simulations of the examples. Phone applications and internet websites are examples of multimedia as well. Mobile apps and online websites offer the user an interactive multimedia.

"Ultimately, multimedia is a powerful communication tool."

Ultimately, multimedia is a powerful communication tool. Its goal is to convey a message, to leave the audience with something. Learning how to effectively communicate a message to the audience through multimedia is an important tool. Even more so now with the progress of technology and it's increase usefulness in creating and displaying multimedia.