



CHAPTER 1

INTRODUCTION TO MULTIMEDIA



Lecture notes

2021

What is Multimedia?

- Derived from the word “Multi” and “Media”

- **Multi**

- Many, Multiple,

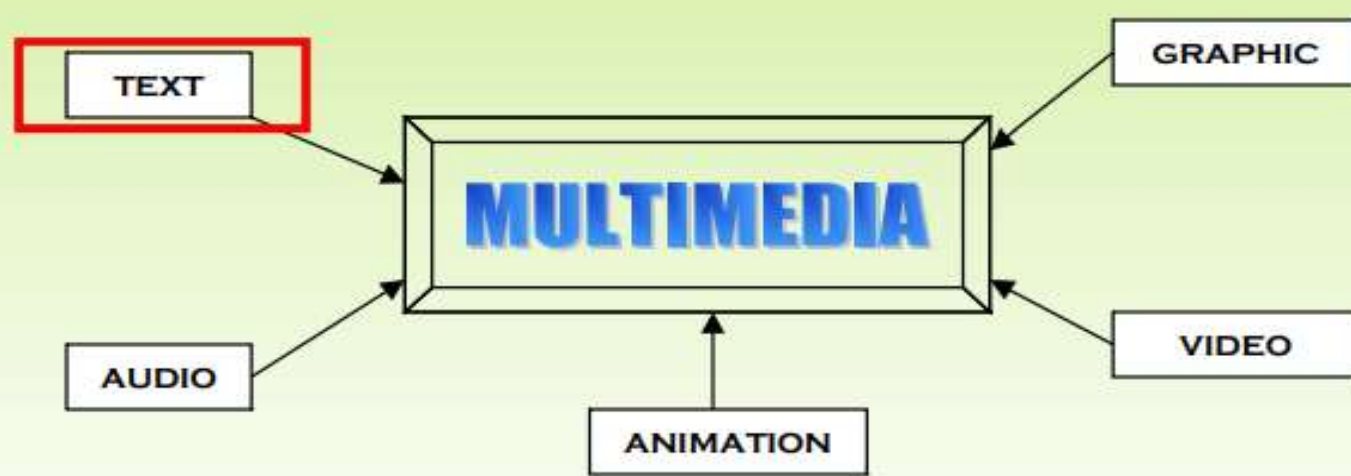
- **Media**

- Distribution tool & information presentation – text, graphic, voice, images, music and etc.

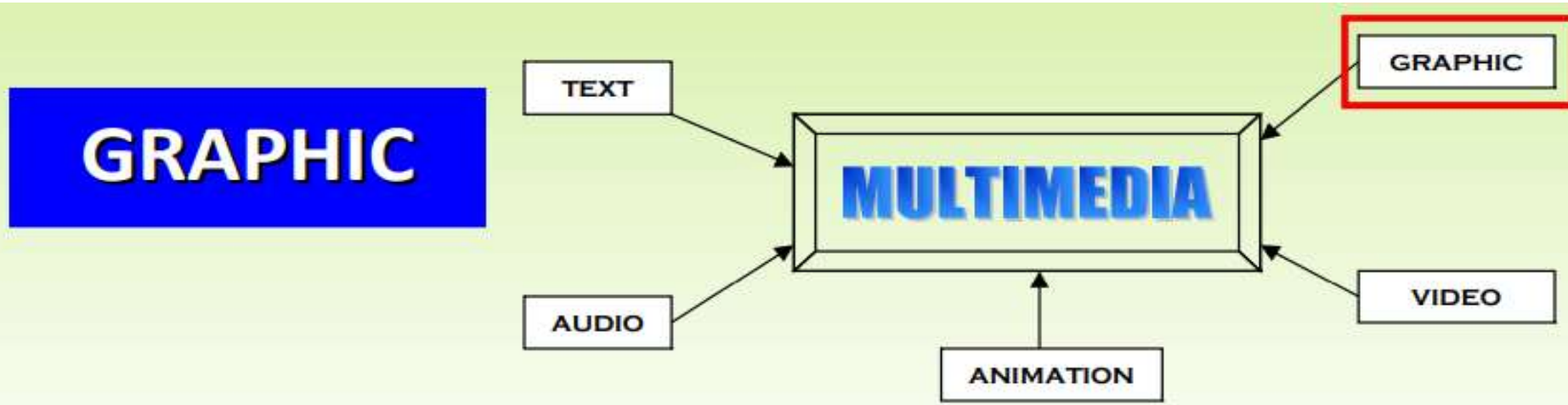
- **Multimedia is a combination of text, graphic, sound, animation, and video that is delivered interactively to the user by electronic or digitally manipulated means.**



TEXT

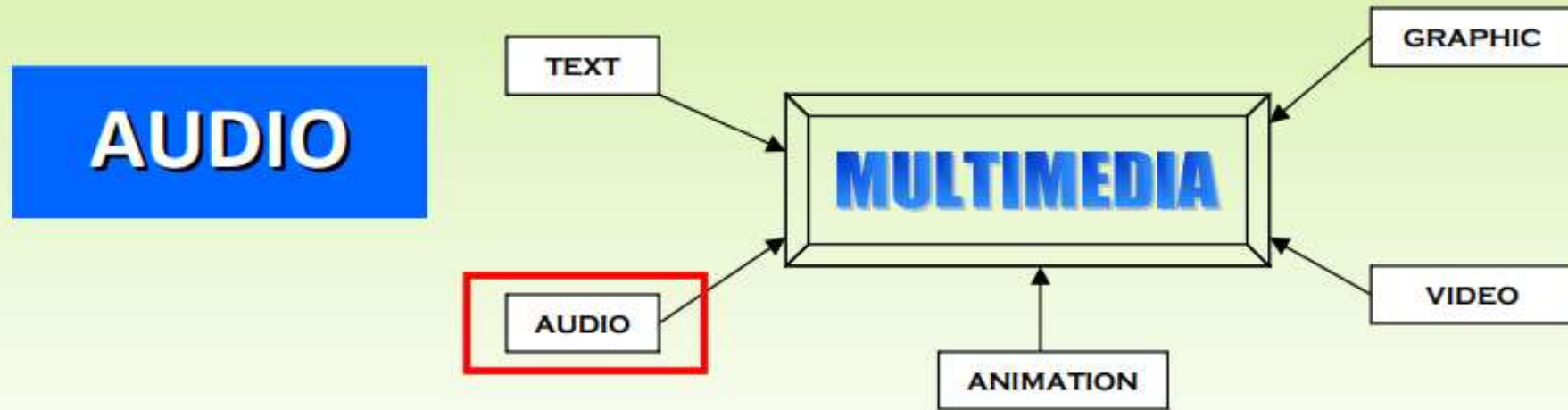


- A broad term for something that contains words to express something.
- Text is the most basic element of multimedia.
- A good choice of words could help convey the intended message to the users (keywords).
- Used in contents, menus, navigational buttons

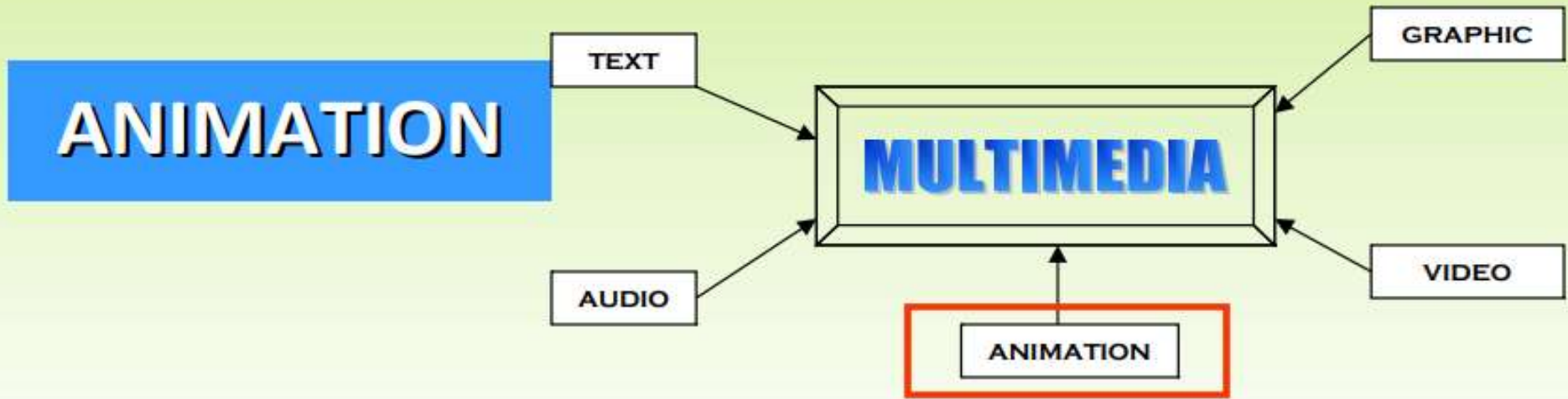


- Two-dimensional figure or illustration
- Could be produced manually (*by drawing, painting, carving, etc.*) or by computer graphics technology.
- Used in multimedia to show more clearly what a particular information is all about (*diagrams, picture*).





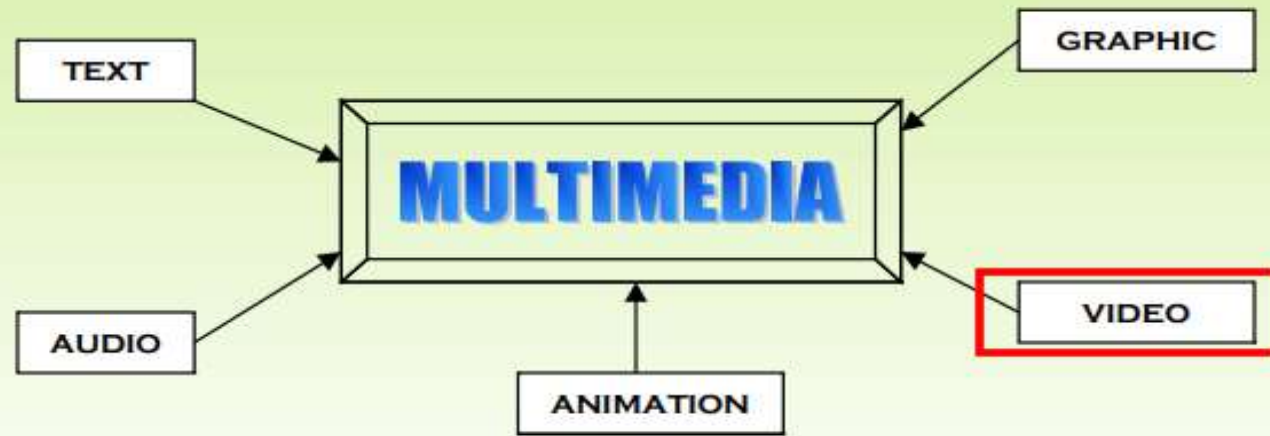
- Produced by vibration, as perceived by the sense of hearing.
- In multimedia, audio could come in the form of speech, sound effects and also music score.



- The illusion of motion created by the consecutive display of images of static elements.
- In multimedia, animation is used to further enhance / enriched the experience of the user to further understand the information conveyed to them.



VIDEO



- Is the technology of capturing, recording, processing, transmitting, and reconstructing moving pictures.
- Video is more towards photo realistic image sequence / live recording as in comparison to animation.
- Video also takes a lot of storage space. So plan carefully before you are going to use it.