

A 3D rendering of a globe with a blue Ethernet cable plugged into it, set against a white background with a large blue abstract shape.

# *Multimedia*

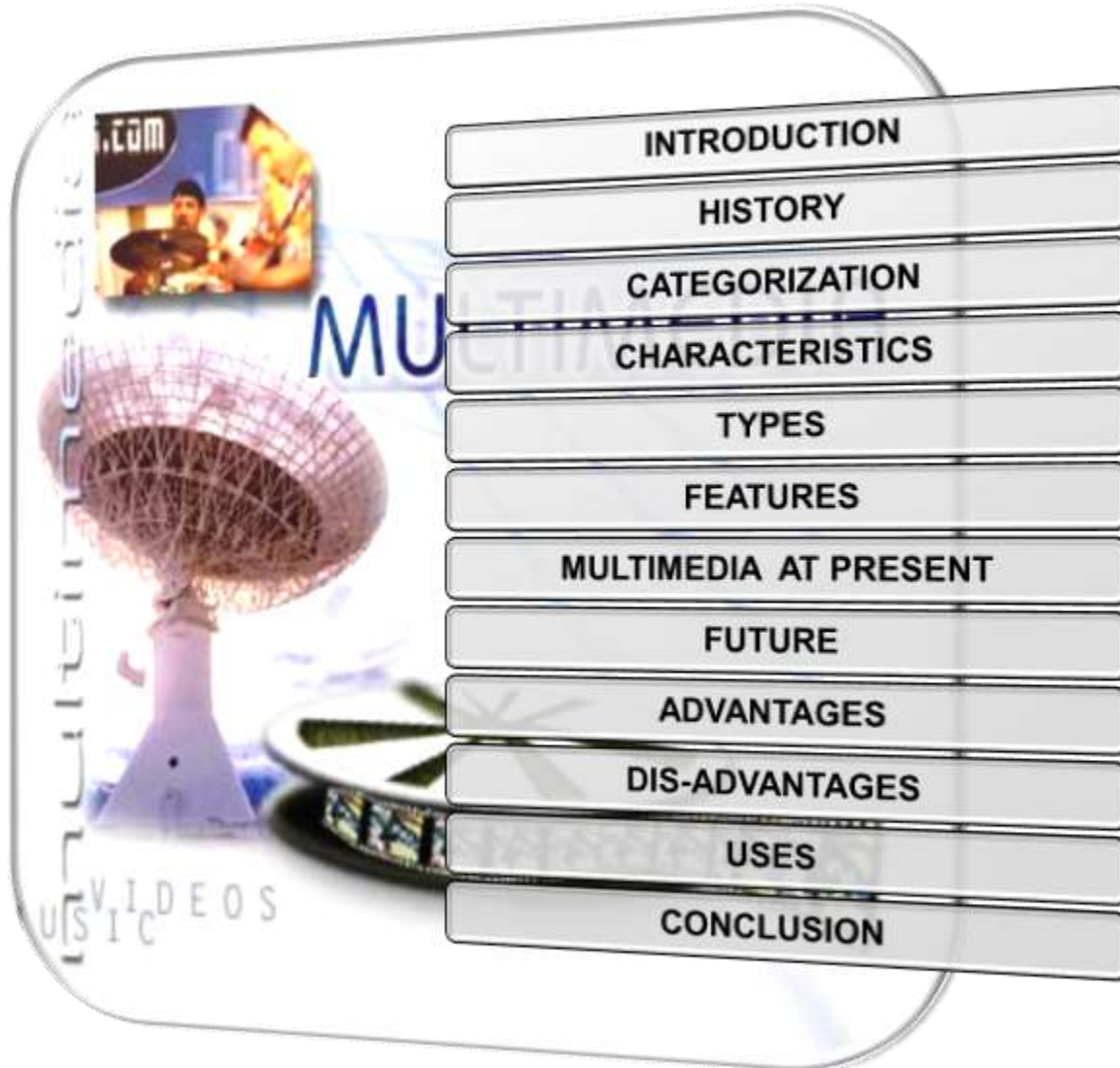
REVOLUTION OF THE  
CENTURY

# PRESENTED BY

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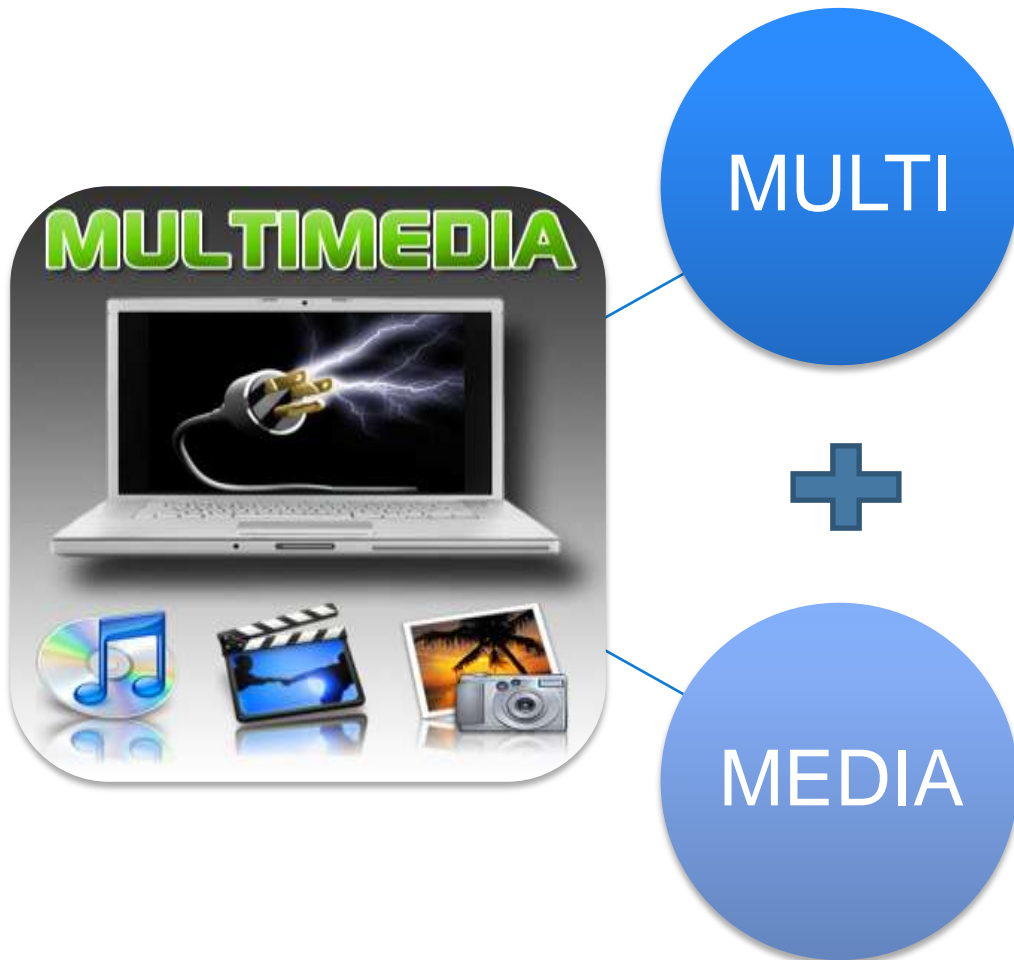


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# *INTRODUCTION*



# WHAT IS MULTIMEDIA ??



- Many or more than one

- Medium of Communication



# MULTIMEDIA..

- **Multimedia** is media and content that uses a combination of different content forms.
  
- The term is used in contrast to media which only use traditional forms of printed or hand-produced material.
  
- Multimedia includes a combination of
  - Text
  - Audio
  - Still images
  - Animation video
  - Interactivity content forms.



# *HISTORY*



- The term “**MULTIMEDIA**” was first used by **BOB GOLDSTEIN** in July 1996 to promote opening of his light works.
- In 1970s the term was used to describe presentations consisting of multi-projector slide shows timed to an audio track.
- In 1990s ‘multimedia ‘ took on its current meaning.
- **TAY VAUGHAN** declared “Multimedia as combination of text, graphic art, sound, animation, and video that is delivered by computer.





# CONTD..

- In common usage, the term multimedia refers to an electronically delivered combination of media including video, still images, audio, text in such a way that can be accessed interactively.
- Computers marketed in 1990s were referred to as “**MULTIMEDIA COMPUTERS**” because they contained a CD-ROM drive.



# *CATEGORIZATION*



## LINEAR MULTIMEDIA

Linear active content progresses without any navigational control for the viewer.

Cinema presentation is an example of linear multimedia.

## NON-LINEAR MULTIMEDIA

Non-linear content offers user interactivity to control progress as used with a computer game .

Hypermedia is an example of non-linear multimedia.

# *CHARACTERISTICS*



- Multimedia presentations can be viewed in person on stage, projected, transmitted, or played locally with a media player.
- Broadcasts and recordings can be either analog or digital electronic media technology.
- The various formats of technological or digital multimedia may be intended to enhance the users' experience.
- Online multimedia is increasingly becoming object-oriented and data-driven, enabling applications with collaborative end-user innovation and personalization on multiple forms of content over time.



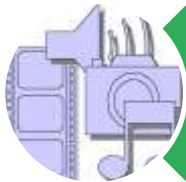
# TYPES OF MULTIMEDIA



## ➤ Multimedia formats include



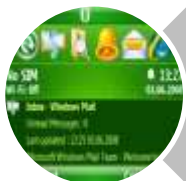
AUDIO



CAPTURE ON TAPE



FUNCTION OF  
PHOTOGRAPHY



SIDESHOWS

- The following extensions commonly used to lay up multimedia documentation:
  - MOV
  - MP4
  - 3GP
  - VOB
  - FLV.
- Files with augmentation **MOV** are used to lay up capture on film and song in order.
- **MP4** is fundamentally identical to MOV format and lone differs by provided that roughly added metadata.
- MP4 put on record augmentation is supported by multiple applications with Apple iTunes, Xbox 360.





# CONTD..

- **MPEG** is a align of compressions methods designed for audio and visual data.
- **3GP** on PC may perhaps be viewed VLC media player, RealPlayer, QuickTime, GOM Player and Media Player Classic.
- File Extension **VOB** (Video Object) is commonly locate such documents in DVD-Video media.
- File Extension **FLV** is used to deposit Macromedia Flash Player collection. It can assign vector graphics, spill videocassette, audio and text.



# FEATURES OF MULTIMEDIA





- Text
- Audio
- Pictures
- Video
- Animation
- Interactivity



TRIPLE CHEF'S CHAMPIONS  
TEARS EVER NEVER THE MAN  
WILDEST european  
SURRENDER ELVIS KING  
SPACE THE LOVE ONES  
DUTY KISS INNOCENCE CHILD  
WORLD design  
GROWS of  
awards HERO  
THIS! TORY YET QUEEN DID  
WORSE LADY SEAT BACK  
THE FOG RUN! LOVE  
GREAT IN FOR 08



# TEXT

- Text is the most widely used and flexible means of presenting information on screen and conveying ideas.
- Text is an essential aspect of presenting the information.
- Like each element of the multimedia design, effective use of text can either direct users/readers attention or divert it.



# AUDIO



- Audio refers to sound. Multimedia can include files which contain sounds.
- Audio songs also come under the heading multimedia.
- Multimedia presentations often have some audio tracks which makes it easier for people to understand.
- Multimedia phones have music players to run audio music.
- Various audio software include VLC media player, real player, etc.

# PICTURES



- Pictures(images) is a two-dimensional screen display, and as well as a three-dimensional, such as a statue or hologram.
- Graphs, pie-charts, painting etc. all come under images.
- Images are a very useful feature of multimedia. Multimedia presentation uses pictures or clip-art to make people understand.
- Various file formats of images are .jpg, .png, .gif etc.



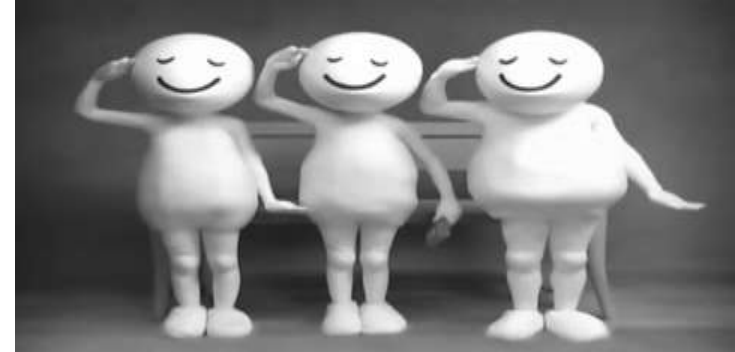
# VIDEO



- A video is unedited material as it had been originally filmed by movie camera or recorded by a video camera.
- The embedding of video in multimedia applications is a powerful way to convey information which can incorporate a personal element which other media lack.
- Video enhances, dramatizes, and gives impact to your multimedia application.
- The advantage of integrating video into a multimedia presentation is the capacity to effectively convey a great deal of information in the least amount of time.



# ANIMATION



- **Animation** is the rapid display of a sequence of images of 2-D or 3-D artwork or model positions in order to create an illusion of movement.
- The effect is an optical illusion of motion due to the phenomenon of persistence of vision.
- Animation adds visual impact to the multimedia project.
- Animation are used in cartoons, scientific visualization.





# INTERACTIVITY



- Interactivity can be termed as the dialog that occurs between an individual and a computer program.
- Interactive multimedia refers to the multimedia applications that allow users to actively participate rather than being passive recipients of information.
- Technologies such as DVDs and digital TV are classic examples of interactive media devices, where a user can control what they watch and when.



# CONTD..

- Interactivity also relates to new media art technologies where humans and animals are able to interact with and change the course of an artwork



# MULTIMEDIA TODAY

- Multimedia and its related applications have almost become synonymous with modern technology; given the kind of explosion the technological realm has seen.
- Multimedia makes our life easier several times fold. It is through multimedia that mobile phones can be used for a number of purposes.



- With the introduction of newer generation of mobile phones and more advanced communication protocols, the number of multimedia uses that your phone can be put to keeps growing.
- Video conferencing which enables people across global borders to communicate with each other in real time is an excellent example of how multimedia has benefited the world of communications and telephony.



# FUTURE OF MULTIMEDIA



# SCOPE OF MULTIMEDIA

- The technology of multimedia design utilizes various features like animation, video, graphics, audio and sound to impress the users.
- Multimedia technology is used for 3D cinema applications and mobile 3DTV environments.
- Animation is also being used in titling films, creating special effects or in web entertainment programs. Thus scope of animation is huge in context to market.



- In the field of education multimedia is being used extensively especially for online courses and trainings.
- Multimedia is also used in advertising purposes.



# *ADVANTAGES*





# ADVANTAGES

- Multimedia enhances the effect of text presentations.
- Improves the quality of presentation and retains the attention of audience.
- It can be used for educational as well as entertainment purpose.
- It is quick and easier to operate for the instructor.
- Multimedia presentations can be modified very easily.
- Multimedia is Entertaining as Well as Educational.



# *DISADVANTAGES*



# Dis-advantages:-

- Non-interactive – if one-way, no feedback.
- Complex to create.
- Time consuming.
- Use of multimedia is expensive.



*USES*



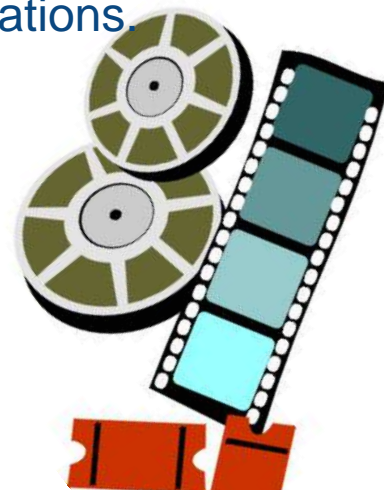
## ➤ COMMERCIAL

- Much of the electronic old and new media used by commercial artists is multimedia.
- Exciting presentations are used to grab and keep attention in advertising.



## ➤ ENTERTAINMENT AND FINE ARTS

- Multimedia is heavily used in the entertainment industry, especially to develop special effects in movies and animations
- Multimedia games are also very popular.



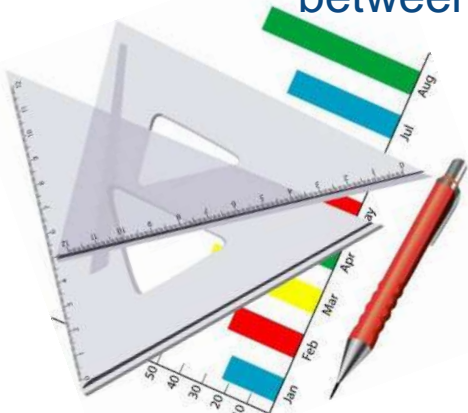
## ➤ EDUCATION

- Multimedia is used to produce computer-based training courses.
- Edutainment is an informal term used to describe combining education with entertainment, especially multimedia entertainment.



## ➤ ENGINEERING

- Software engineers may use multimedia in Computer Simulations.
- Multimedia for software interfaces are often done as a collaboration between creative professionals and software engineers.




*CONCLUSION*



- Design could benefit tremendously from open and collaborative multimedia research.
- Multimedia and graphics can be a very effective tool to communicate, educate, compel, and convince you and/or your audience.
- Multimedia can help to gain and hold attention, make points clearer, stimulate discussion, and in general, enhance the learning process, if it also includes the appropriate human elements.







Thank You

# QUERIES ?

