

What is multimedia?

What is multimedia?

Any combination of text, art, sound, animation & video delivered by electronic device.

What is multimedia?

multimedia elements:

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multimedia elements:

- Text: articles, captions, labels
- Audio: sound effects, music, voiceovers, spoken dialogue
- Images: photographs, illustrations, graphics, diagrams
- Video: moving images, animations, video clips
- Animations: dynamic visual elements that change over time
- Interactive Elements: buttons, links, forms, components that allow user interaction
- Virtual Reality (VR) and Augmented Reality (AR): tech that blends digital content with the real world or creates virtual environments

How can multimedia be delivered?

How can multimedia be delivered?

- computer
- kiosk
- mobile app
- website
- video conference
- video tutorial/lesson
- virtual reality
- video game
- television/film

**What job could you have where
you use multimedia?**

What job could you have where you use multimedia?

- video production
- meeting presentations
- public speaking
- educator

Why use multimedia?

Why use multimedia?

- capture attention
- convey complex information
- create engaging experiences for the audience
- to enhance communication

Why use multimedia?

Retention Rate:

audio
alone

audio &
visual

interactive

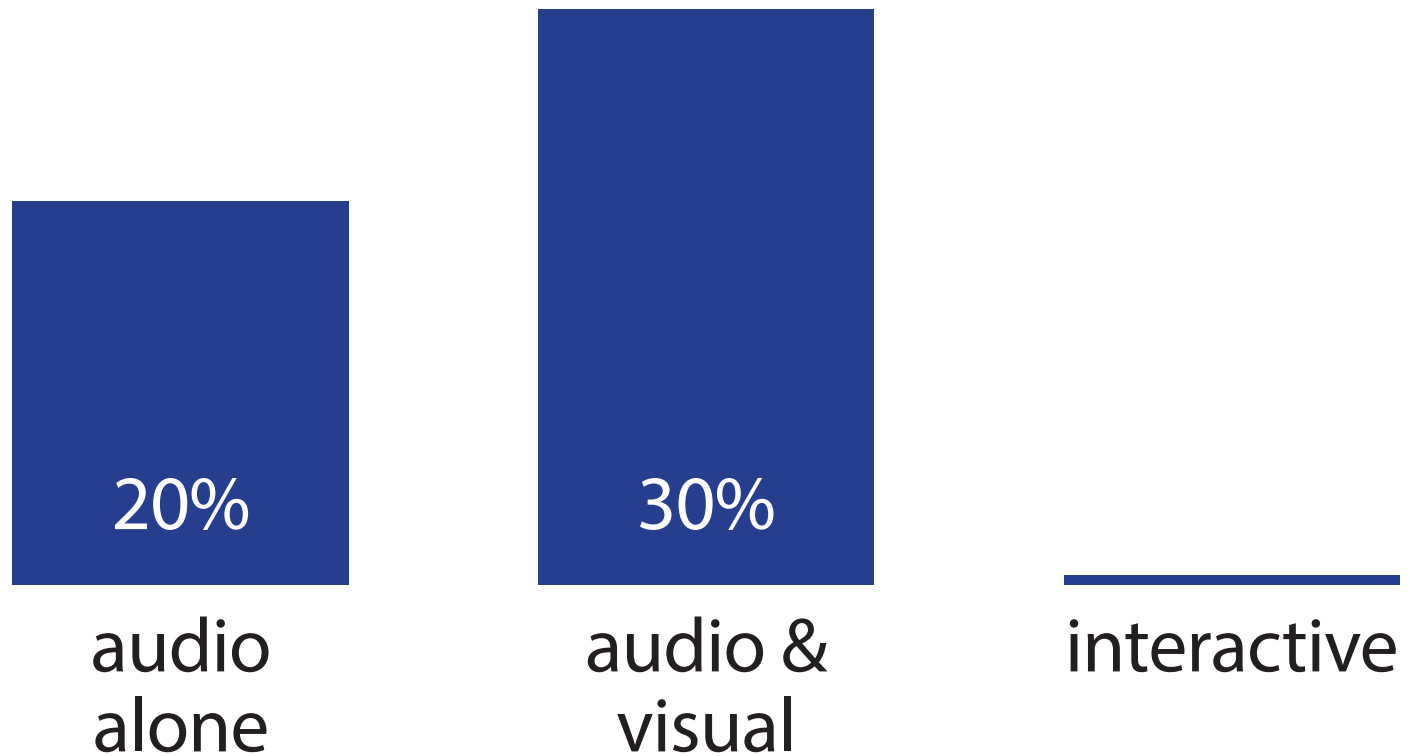
Why use multimedia?

Retention Rate:



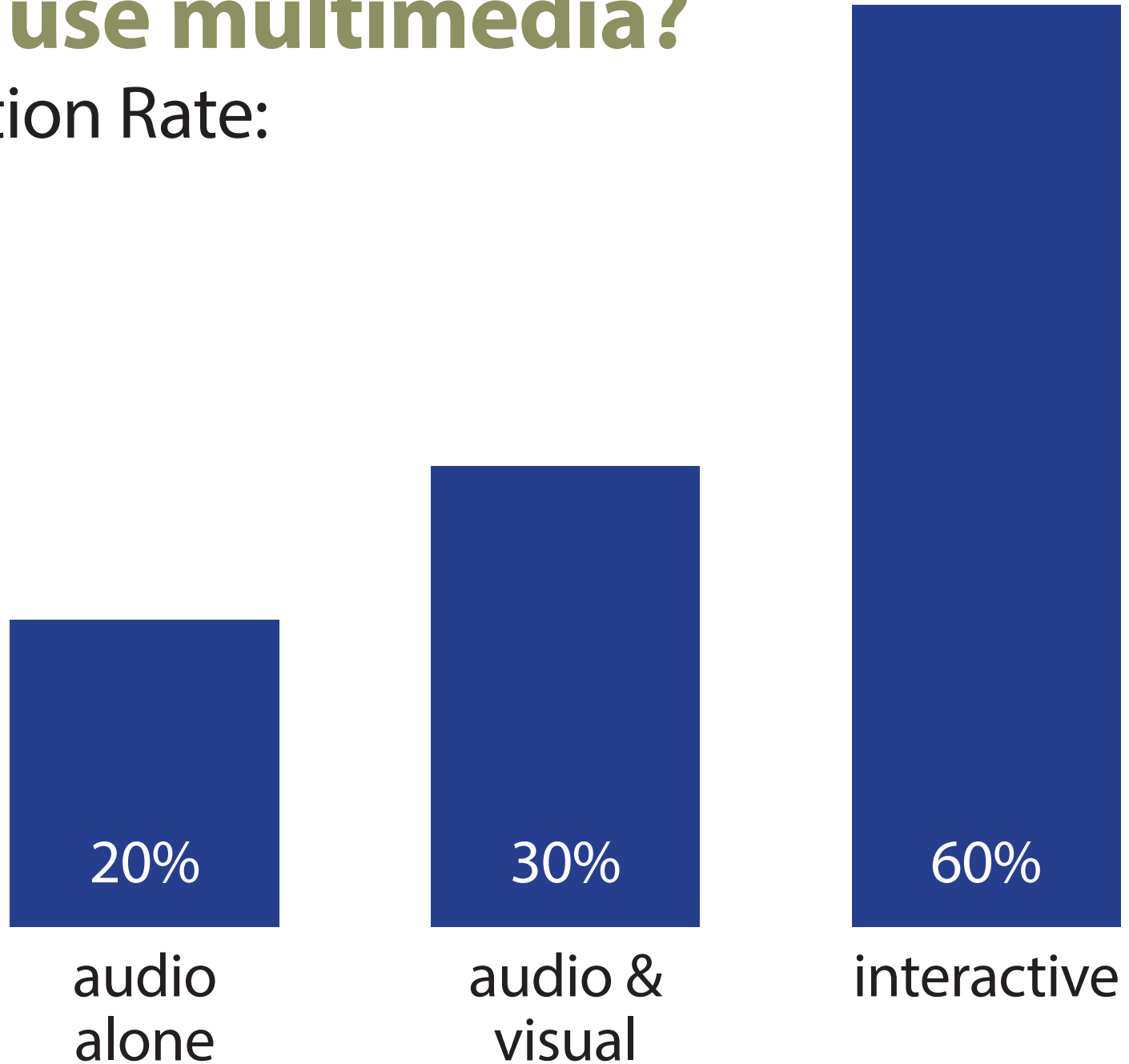
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Retention Rate:



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Retention Rate:



Multimedia isn't always interactive

Multimedia isn't always interactive

Linear: something you passively watch, like a movie

Nonlinear: when there are controls to navigate through the content, then it is *interactive*

When should we use Multimedia?

When should we use Multimedia?

Any time a person is connecting to electronic information, multimedia can improve the communication.

It improves information retention and helps entertain your audience.

Multimedia in Business

It's used extensively for presentations, training, marketing, advertising, product demos, simulations, databases, catalogs, instant messaging, video conferencing, etc.

Being able to demonstrate what we want people to understand makes a huge difference in their ability to remember and apply it when needed.

Multimedia in Education

Obviously multimedia is valuable for students and schools. In our department much of what we do is tutorial/hands-on, so that helps tremendously.

Multimedia is Common

Many forms of multimedia were once just common in business, but we now find them all around us. Smart phones and computers have helped speed that process along.

Multimedia elements can become so common that you ignore them. Can you think of an example?