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Interactive Multimedia

Project 1, Consideration Doc

For Project 1, I decided to provide a detailed, interactive explanation to the audience of college students who may not be technical gurus, but have a competence with technology and its prevalent use in society today. Being that most of our society today has either a smartphone or computer, it is rare to come by someone that does not have experience in some way with aspects of multimedia. Being a junior systems administrator with a lot of expertise in networking, putting together a multimedia presentation may be easy, but explaining major topics to those who don’t necessarily knows what goes into the multimedia foundations may be hard to grasp.

With this in mind, the first thing that this audience will notice is the choice of navigation options I chose. Many, if not most, college students have smart phones, and will recognize the left, right, and home buttons they are very much used to. These will appear on each screen, directing the audience to the next slide. My goal with this presentation is to explain the five major foundation blocks of multimedia; sound, video, text, animation, and images. By weaving these five blocks together in such a way that the user can appreciate and understand its purpose in multimedia, the overall experience that the audience receives is intriguing and capturing. For images, I’ve described the quantization and the importance of file size. Much of society today knows that every device comes with a camera, but pays little attention to how the picture gets stored, and how imperative it is to reduce its file size. The same concept applies to video, as compression types and quantizing play a big role. With video, however, it is more important to pay attention to this, as file sizes are much larger and become a greater challenge. Improper compression can result in loss of video, lag (or skipping), or poor quality as the result. With animation, I decided to connect with every student’s childhood and incorporate a Pac-Man styled animation! With PowerPoint, there are many useful tools to create paths for an object to follow, and simply inserting pictures of characters allows for the interface to look like a Pac-Man game. Animations are a pivotal point of multimedia, as they can direct attention and hone in on important topics. What many students in college pay no attention to is the type of text they use. This is important in multimedia because not only does text help our eyes concentration on what we are reading, but the versatility with text allows for endless combinations to direct attention where needed. Besides bold, italics, and underlining, students are now aware of things such as typeface, ligatures, and different styles of text. This allows for a better interpretation of what is being delivered to the audience. Finally, students are able to see the importance of sound and how it is delivered through analog and digital waves. While we all hear sound daily, we take what we hear out of our speakers for granted. Again, I discuss quantization of this data and its importance in multimedia. It can direct attention and give focus, and even take over where a video could be inserted by having a much smaller file size, yet still maintaining the purpose of information.

Weaved together is such a way that the audience enjoys the viewing experience, a student within college that has an appreciation for technology can take away the important foundations of interactive multimedia and its production. These five core foundations, text, images, sound, animation, and video, all serve an important role in our society today, and bringing them together in such presentations can help the audience better understand its meaning and significance as a whole.