

Project 1

BY: ALEX RIVERA

What is Multimedia?

It is when information in a computer can be shown through audio, video, and animation also other basic media such as text, graphics drawings, images.

More of Multimedia...

All things considered it is a field dealing with computer controlled with all the techniques listed above. Also any other media where every type of info can be shown, stored, transmitted and processed digitally.

The Five Building Blocks of Multimedia!!

- ▶ **Text** – believe it or not this has a huge impact on audience from font choice to font size choice, this helps us understand what is going on.
- ▶ **Image** – this is what takes the picture out of our head and brings it to life, this may be better as opposed to text for some which proves this to be just as important.
- ▶ **Audio** – If left in the right hands many can be manipulated by sounds into feeling certain ways. Audio can be very interesting especially when it comes to moods and emotions.
- ▶ **Animation** – In a way similar to an image but instead of bringing a picture which does not move to the equation this moves and gives more life to a image we had in minds. Can also be very interesting if left in the right hands.
- ▶ **Video** – a more elevated form of animation often used to advertise and sway people into doing things they probably wouldn't normally do. Another technique that can be amazing if tweaked with.

Text in depth.

- ▶ Certain fonts give off different feelings
this font is less serious as opposed to ...
this one, because fonts make a difference we tend
to use this font more so on essays or more formal
activities. This font is very readable and gives off
the "straight to the point" vibe on the other hand
**This font makes you feel like I'm
talking louder which is funny
because I'm not even talking.**

Again with the text..

- ▶ Now that, that is out of the way some fonts have other differences not in how we feel but how close they are together. **This font's letters seem more close because of how thick each letter is.** II << That right there is the same letter but it two total different ways.





**KEEP
CALM
AND
CARRY
ON**

Don't worry everything is OK!

- ▶ Images can make us feel certain ways and can also trigger things in our mind even we sometimes don't catch. When we see a red sign we automatically know that means to stop. Why is that? Hmmmm..
- ▶ Images 1 Humans 0
- ▶ On a serious note we stop because it's a habit and norm that goes on in our world. We grew up learning that red means bad and green means go so when we see red or green we react in 2 different ways subconsciously.

Thank me later..



How do you feel after a small listen?

- ▶ Audio can alter moods because some noises can relax us and we may find them so pleasant we just forget about how evil the wasteland can be especially after dying without saving! Or being stuck on a quest.



EDM

- ▶ Edm kind of makes me get in my gaming zone personally, what about you?



Gif's

- ▶ By definition it means .. " a lossless format for image files that supports both animated and static images. " - google
- ▶ Which in English means multiple pictures that create what seems like a moving animation.



Videos and what they can do

This concept seems very simple but it is very complex and takes a lot of time editing. Obviously the Spiderman action figure didn't move on its own, the editor had to place the figure still then to move him he had to move one leg at a time and film it then edit the clips so close to each other it makes it feel like he is actually moving. Videos are an amazing things.

Links to photos used.

- ▶ https://www.google.com/search?q=important&rlz=1C1CHBF_enUS741US741&source=Inms&tbm=isch&sa=X&ved=0ahUKEwjoodfJzqPXA_hXHyRQKHf9qCjUQ_AUICigB&biw=1824&bih=846

My audience and why I chose them.

- ▶ My target audience would be college kids because as a college student I enjoy a variety of colors to keep me engaged. I noticed that the more small details a professor would add to his or her presentation the more I would focus. Focusing on college students I made sure that I would add a few inside jokes or say things that kept things on a high note such as fallout reference or the mario Gif's. Making a college student feel as if they can relate or can understand certain phrases or jokes can make him or her feel less shy and less insecure on being a part of the class.