Interactive Multimedia Project 1

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Professor Caruso

**Note: My presentation is suppose to market toward “Middle Schoolers”**

* About Me.
* Hello, I am Katia Wagner, a college student at Raritan Valley Community College.
* Planning to get an Associates Degree in Digital Media/Film, as I am planning to continue the Digital Media field for a Bachelor’s Degree.
* My degree is part of STEM (Science, Technology, Engineering, Math)
* My favorite type of medium for Multimedia is Video Editting, Photography, and digital art.
* Before I start….  
    
  What is Interactive Multimedia….?
* Overall, It is a Broad subject

**In the definition of Brittanica.com,**

* **Interactive multimedia, any computer-delivered electronic system that allows the user to control, combine, and manipulate different types of media, such as text, sound, video, computer graphics, and animation.**
* In other words, Interactive Multimedia is based on any subject associated with technology, as it can mix in with different art mediums.
* …Yes…   
  Those phones that most of you have on your hand, and posting photos of yourself is a form of Interactive Multimedia.   
     
  Feeling accomplished knowing that what you are banned from using in school is important to the world, and part of a career?
* The Five Building Blocks of Multimedia
* Animation
* Audio
* Images
* Text
* Video
* Building Block 1- Animation
* I am assuming all of you know what Animation is… since about every game in either a phone, computer, or a system like Xbox has forms of animation
* Animation has greatly evolved over the years, but has kept a main viewpoint (in games for example) as in interacting with the user.
* When it comes to a business/marketing ideal in Interactive Multimedia, animation is a great seller, especially when companies are trying to a younger crowd, such as yourselves.
* Examples of the first forms of “Animation”
* Video of Evolution to Modern Animation
* Building Block Two- Audio
* What actually is Audio?

Its vibrations we hear through our surroundings…

* From my personal experiences and opinions I have heard from others, audio is the hardest subject to perfect in multimedia
* We measure sounds from frequencies called Hertz (named after a scientist Heinrich Hertz who verified electromagnetic waves)
* Examples of Audio
* I apologize if this may be boring to some, but it is about different types of audio compression to get an idea…

https://www.youtube.com/watch?v=DwpS7gOt554

* Building Block Three- Images
* Examples of Images manipulated in Different Ways.
* There is one last thing you should know about Images…
* Pixels, Photoshop, Editting

Photos are stored in either vectors, or bitmaps (pixels)

**(In the Definition of Technopedia)**

**A pixel is the smallest unit of a digital image or graphic that can be displayed and represented on a digital display device. A pixel is the basic logical unit in digital graphics. Pixels are combined to form a complete image, video, text or any visible thing on a computer display.**

* In a short explanation: Pixels help create the color/objects/text within an image or some display of digital media like an iPhone screen.
* Building Block 4- Text
* Text not only helps us communicate, but also creates a form of art and a professional level in the technology world

For Example….

If I had a presentation for my job as a salesman, would it look professional to use this font?

Or will it look better when I use a more, sophisticated font?

* Text-Continued
* Font styles have created a culture in what font is acceptable in certain situations.
* Typography helps understand techniques to certain fonts to decipher how they should be used in certain settings
* Building Block Five- Video
* Video-Extra Information
* Interlaced and progressive formats help create Resolution in a video.
* Overall: Helps communicate with a wide range of people, as it shows a form of culture, or similarity with a group.
* There is a Youtube Video I found below in association to animation, and the process to video making, editing

https://www.youtube.com/watch?v=K-gPD00ksxQ

* Additional Information- Copyright and Trademarks
* According to a professor I had for my interactive multimedia class, he said that there is only two ways to get content: do it yourself, or get it from someone else (pretty self-explanatory)

* When you are doing anything in the multimedia world, you have to be aware with copyrights and trademarks, as if you take someone's work without permission it can be the equivalence to plagiarism.
* If you do not want to interfere with copy rights, there is a setting in google I will show you in just a second….
* Any Questions…?
* Citations
* New York Film Academy, https://www.nyfa.edu/student-resources/quick-history-animation/
* The College of New Jersey, https://imm.tcnj.edu/
* Encyclopedia Brittanica, https://www.britannica.com/technology/interactive-multimedia
* Georgetown University, https://faculty.georgetown.edu/bassr/multimedia.html

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