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Contemporary Multimedia is the development, integration, and delivery of any combination of text, graphics, animation, sound or video through a computer or other electronic means.

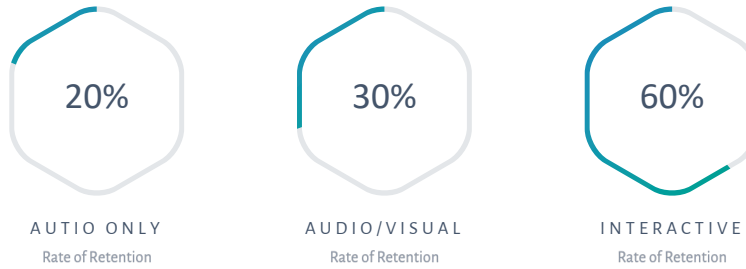
WHAT IS MULTIMEDIA?

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WHY USE MULTIMEDIA?

Multimedia enhances learning, memory & retention



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Types of Multimedia



Non-interactive

- Linear - user of observer and has no control over the flow of the information
- Developer establishes sequence of media elements and how they are presented



Interactive

- Non-linear - user is a participant in the flow of information
- Basic interactivity—provides options to access content
- Adaptive media - adapts to user needs
- Immersive - draws users into an alternate world

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Multimedia Visionaries

The past to the future

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MULTIMEDIA VISIONARIES

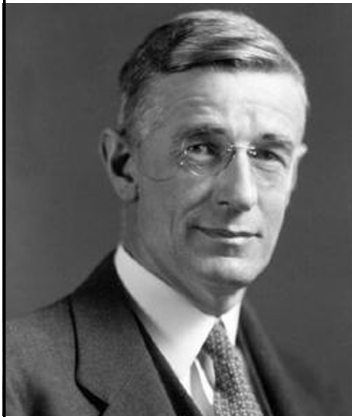
First Generation

Vannevar Bush

Alan Turing

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1870-1974

Vannevar Bush

Proposed new ideas and ways to make the work of scientists more efficient.

MEMEX I - 1945

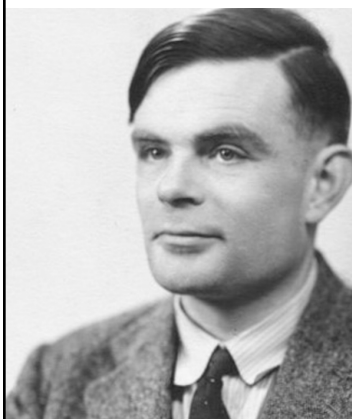
- Massive storage capacity
- Multimedia input devices such as the "vocoder" and "cyclops camera"
- Automatic mathematical calculations and logical reasoning
- New method to store and access information by associations

MEMEX II - 1959

- Considered new technical developments like magnetic tape, transistors & digital computers
- Professionally maintained associated databases (tape or facimile)
- Combined with digital computer, Bush believed the Memex II could learn from experience and even demonstrate a form of judgement

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1912 - 1954

Alan Turing

Proposed an abstract machine known as the "Turing machine". The "machine" was a means of defining an "effective procedure".

SINGLE PURPOSE TURING MACHINE

Can out a specific set of instructions or "effective procedure".

UNIVERSAL TURING MACHINE (UTM)

Can accept a description of a single purpose Turing machine and imitate its behavior.

Implications of the UTM: If we can think of way to do something, the computer can do it.

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MULTIMEDIA VISIONARIES

Second Generation

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Douglas Engelbart

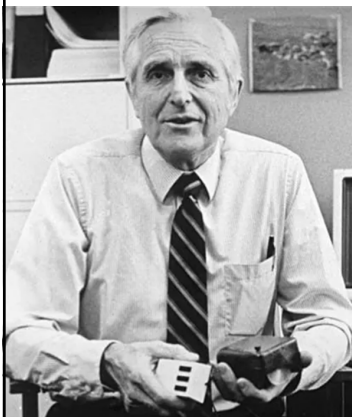
Theodore Nelson

Alan Kay

Steve Jobs

Sir Tim Berners-Lee

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1925 - 2013


Douglas Engelbart

Proposed practical applications of computers beyond the normal mathematical and sorting functions.

- Developed innovations for human-computer interactivity.
- Mouse, Multiple screen areas for text editing, Email

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1937 - PRESENT

Theodore Nelson

Coined terms hypertext and hypermedia.

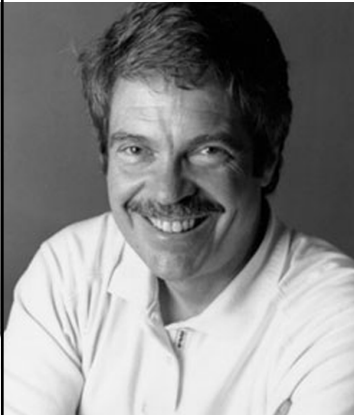
HYPertext
Interactive text linked to other textual information

HYPERMEDIA
Extends interactive linking to other media

XANADU PROJECT
A dynamic, expanding, hypertext library available to everyone. Supported collaborative editing, tracking changes, crediting, and rewarding contributors.

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1940 - PRESENT

Alan Kay

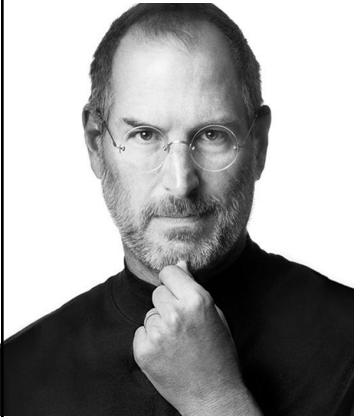
Proposed a computer design that supports the ways people perceive, learn, and create.

DYNABOOK
Designed as a personal computer.

GRAPHICAL USER INTERFACE (GUI)
Introduced Graphical User Interface (GUI) as an intuitive interface for the Dynabook.

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1955 - 2011

Steve Jobs

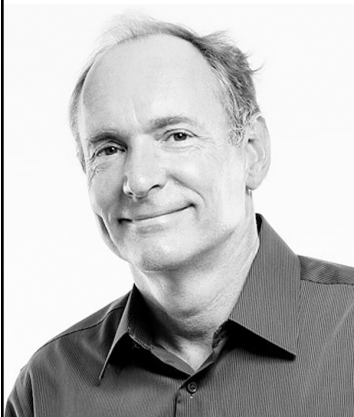
Founded Apple in 1976 with Steve Wozniak

MACINTOSH (MAC)

- Macintosh computer introduced in 1984
- Graphical desktop and Icons provide user interface.
- First mass produced computer with built in sound support.
- Multimedia computing became the standard for modern computers.

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1955 - PRESENT

Sir Tim Berners-Lee

Father of the modern internet

THE WORLD WIDE WEB

- Developed a decentralized information system of "nodes" linked together for easy access across a network.
- Nodes could be any form of media.
- Anyone could add nodes.
- No centralized control over servers, documents or links.

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MULTIMEDIA VISIONARIES

Next Generation



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SASCHKA UNSELD, PIXAR

The Blue Umbrella



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You!

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Multimedia & The Web

IT'S ALL CONNECTED



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Basic Components of the Web



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Multimedia Effect

CREATION
Allowed instant distribution and inexpensive media creation.

COMPATIBILITY
Solved cross-platform compatibility problem.

DISTRIBUTION
Supported distribution of media beyond the capacity of CD-ROM storage.

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The Revolution Continues

- Technical breakthroughs in hardware & software.
- Integration of computers with other devices.
- Digital merger of disparate technologies and industries.
- Expansion of creative opportunity



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