MARCH 30 – APRIL 3, 2020
TOPIC: MULTIMEDIA AND ICT

Embedded Multimedia
Multimedia
- ✓ It is a combination of the different forms of media such as text, music, photos or images, interactive content, animations, or videos.
- ✓ It is also known as *rich content* because information is presented in different variation. It stimulates the different senses because you are able to see, hear, listen and interact with it.
- ✓ It targets the satisfaction of the audience through their *user experience* either good or bad

Categories of Multimedia
The manner of interaction of the viewer or audience towards multimedia can be categorized as linear or nonlinear.
- ✓ *Linear* is the type of multimedia wherein the flow of the content is predetermined by the creator. The progression of the multimedia is straightforward like in a video clip.

- ✓ *Nonlinear* is the type of multimedia that uses navigation components to provide the users freedom to move around the application and seek the information they want. Normally, this type of multimedia prioritizes interactivity with the audience like video games.

Types of Multimedia
1. *Multimedia Games and Simulations*
    Information is presented to the audience by imitating a real-life information source into its digital environment equivalent. Then the users can freely explore the environment to search for the information they need.

2. *Multimedia Presentation*
    The information is navigated in a sequence of slideshows and uses an application player. Common types are video clips, audio clips, and audio visual slideshows.

3. *Multimedia Navigation*
    This type of multimedia uses different graphical elements and is linked to different pages. Also different web elements such as buttons and texts links are incorporated. The page that users are directed to contains the information that they seek or can direct them to other pages that may contain the information.

Application of Embedded Multimedia
Common fields that uses multimedia are presented here.
4. *Advertisement*
    Different forms of advertisement use multimedia formats. One of the newest forms of advertisement is the one place on public Web sites. Companies pay Web hosts in exchange for placing ads of their products on the Web sites.

5. *Entertainment*

Movies are now edited and incorporated with animations and special effects to enhance the experience of the audience. Video games are one of the first applications of multimedia. Similar to movie applications, video games mimic real-life graphics and effects.

6. *Education*

Multimedia is now used as an unconventional method of teaching and learning. E-books and interactive books are some of the highlights of multimedia in education. Computer-based learning is another key use of multimedia. Computer programs make use of multimedia to enhance user experience and help learners visualize lessons. Students use multimedia in searching information for their research studies and assignments.

7. *Industry*

Multimedia in corporate and industrial fields play a major role in different aspects of the industry from management to sales. There are outsourcing companies that accepts multimedia projects from different companies. The most popular industry nowadays probably is the creative industry, which depends greatly on the creation of multimedia for arts, entertainment, and infographics.

Reference:

Empowerment Technologies
By: DIWA Learning Systems Inc. pp. 105 – 108

TO DO LIST
Directions: Immerse yourself with the different application of multimedia and narrate in 3-5 sentences your user/audience experiences.

DAY 1:
1. Watch a TV Commercial
2. Listen to a music
3. Play an online game
4. Watch a movie
5. Watch a video tutorial in a YouTube

DAY 2:
Guide Questions:
1. What is the title of multimedia you immerse with?
2. What emotion/s have you experience while using the product?
3. In your experience of using multimedia applications, which do you think is better – linear or nonlinear? What do you think are the advantages of each over the other?