



MULTIMEDIA AND ITS APPLICATIONS

Edited by

AKRAM M. ZEKI



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Chapter 1

Fundamentals of Multimedia

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Introduction

The term Multimedia is a combination of two words “Multi” and “Media”. Multi is a short form for multiple, which stands for many or several countable things. Media stands for different digital information formats that can be presented to the users electronically. Therefore, we can simply say that, a combination of two or more media is a multimedia. It is defined as a collection of texts, sounds, images, animations and videos delivered to the users electronically in a digital format. Overall, multimedia includes everything we see, hear, read or touch, mostly in the form of image/picture, sound, audio, video, records, films, animations and more (Vaughan, 2010). The combination of these media elements has to be digitally manipulated to be rolled into one single multimedia product/application. Figure 1.1 shows a list of different forms of media as illustrated by Mishra (2012).

Each multimedia product is developed using different forms of media. For example, text media format consist of font size, font type, and font colour. Graphics media format consist of lines, boxes, circles, rectangles, arrows, and borders. Images media format consists of photographs, illustrations, diagrams, cartoons, and symbols. Audio media format consist of sound effects, music, and voice-over (Steinmetz and Nahrstedt, 1995). Video media format consist moving objects, voice, animations, as well as interface elements such as backgrounds, scenes,