

Multimedia: Making It Work

Ninth Edition



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For Marcia Van Gemert

About the Author

Tay Vaughan is a widely known multimedia authority who has lectured and taught around the world. He has developed and produced projects for clients including Apple, Microsoft, Kodak, Lotus (IBM), Northern Telecom, Novell, Sun (Oracle), and Varian. He is president of Timestream, a multiformat design and publishing company.

About the Technical Editor

Dr. Eileen Webb is a Principal Lecturer and Subject Leader for Digital Media and Web Design in the School of Computing at Teesside University in the UK. She has worked at the university for 20 years, during which time she also completed a Ph.D. in Learning Technology. She has extensive experience of curriculum development and teaching in information technology, multimedia, and web design courses at both the undergraduate and postgraduate levels. She has presented at national and international conferences and is credited with a number of peer-reviewed conference and journal publications. Dr. Webb also holds a master's degree in Information Technology from Teesside University, a Postgraduate Certificate in Education from Huddersfield University, and a bachelor's degree in Biochemistry and Genetics from Newcastle University. She is a Member of the British Computer Society, a Certified IT Professional, and a Fellow of the Higher Education Society.

ABOUT THIS BOOK

Important Multimedia Skills

Multimedia offers many career paths that can lead to occupations in such fields as graphic design, web design, animation, audio and video production, and project management. To become competent in any multimedia field, however, you need to learn the fundamental multimedia concepts first.

Multimedia: Making It Work builds a foundation for success in the discipline of multimedia by introducing you to the multimedia building blocks of text, images, sound, animation, and video while going one step further to develop an understanding of the process of making multimedia.

Learning Objectives set the goals of the chapter

- Work out a plan for your approach, only using tools and computer work as needed.
- Differentiate the various multimedia applications.
- Describe the use of color in multimedia presentations.
- Check the author's usage of the topic used to make multimedia.

Quote sidebars provide insight from experienced multimedia professionals

Keywords, identified in red, point out important vocabulary and definitions you need to know

Notes, Tips and Warnings create a road map for success

Engaging and Motivational—The author explains technical concepts in a clear and interesting way using real-world examples.

Makes Learning Fun!—Rich, colorful text and artwork bring multimedia techniques and technologies to life.

Proven Learning Method Keeps You on Track

Multimedia: Making It Work is structured to give you a comprehensive understanding of multimedia tools, technologies, and techniques. The book's active learning methodology guides you

beyond mere recall and through thought-provoking sidebars, essay topics, and lab projects. It is designed to foster your creativity and the development of critical-thinking and communication skills.

Effective Learning Tools

This feature-rich book is designed to make learning easy and enjoyable as you develop the skills and abilities that will aid you in your multimedia education and career. Woven directly into the text are the author's own personal insights gained from more than 20 years in the multimedia industry. This expertise, combined with a personal and humorous style, makes learning interesting, motivational, and fun.

Chapter 10 Content and Ideas

offer a content protection qualification designed to provide a single, unified experience where the streaming media and file downloading that can be integrated with different file and rights management software and licensed content protection devices. A Digital Object Identifier (DOI), which can be used for identifying and exchanging intellectual property, provides a framework for managing intellectual content, linking content with content suppliers, facilitating electronic commerce, and enabling content management for all types of media. The Digital Millennium Copyright Act of 1998 has set the rules of digital copyright law. For more information, check out these URLs:

www.copyright.com
www.doi.gov
www.dmca.org

First Person

Rights Management at Work

It's hard to see that professors and teachers who lecture in classrooms are not getting their fair share of the publisher's royalties. In other hand work, teachers come home with paychecks and they get some teaching rights and add an important note to their curriculum vitae when they're toward home, but not home.

So it was with some surprise that I received an e-mail from the Authors Rights Center last June, asking me to sign a license agreement. I was a bit confused because I didn't see any money in the agreement, but I signed it because I didn't want to be a non-signatory.

It turns out that the ARC members could be quite aggressive and submit a suit to a federal court if you don't sign their license. The only way to avoid this is to sign a license that is approved or endorsed by authors, publishers, business, public sector bodies, or libraries, as outlined in Public Lending Right (see www.prl.org.uk), but that that license is owned by the copyright holder. In fact, the ARC administration payments due to authors from the Authors Guild, League, Branch, Agents, Editors, and other PR members is small.

So as the rules progressively march forward, Authors Rights do really

...and you can purchase and use software to purchase my rights. What else to think about is the emerging and rising reader market and the people who must be without knowledge, participation, and the general spirit of the management of authors' rights.

Chapter Review

Chapter Summary

In your notes, list a summary of the important concepts discussed in this chapter.

Define common multimedia terms and qualify the linear and nonlinear characteristics of multimedia.

Multimedia is any combination of text, graphics, sound, animation, and video delivered by computer in electronic means.

Multimedia production requires creative, technical, organizing, and business ability.

Multimedia presentation can be nonlinear (nonsynchronous) or linear (synchronous).

Multimedia use consists of several different types of hypertext.

Multimedia developers produce multimedia using software tools.

Multimedia projects, when published, are multimedia titles.

Describe several different environments in which multimedia might be used, and several different aspects of multimedia that provide a benefit over other forms of electronic presentation.

Multimedia is appropriate whenever a human interacts with electronic information.

Areas in which multimedia presentation can include education, training, marketing, advertising, product design, databases, catalog, entertainment, and technical communication.

Describe the primary multimedia delivery methods—the Internet, wireless, CD-ROM, and DVD—as well as the history of multimedia and some important projected changes in the future of multimedia.

Multimedia content often enables a broad range of digital content: from the use of text stored on CD-ROM to DVDs.

Multimedia also includes web pages in HTML, XHTML, or XML on the World Wide Web, and can include rich media content by means of streaming video.

Web sites with rich media require large amounts of bandwidth.

The problem of multimedia has spawned business concepts, regulations, and other issues. These include hardware, software, content, and delivery services.

The future of multimedia will include rapid expansion of high-bandwidth access to a wide array of multimedia resources and learning scenarios.

Key Terms

authoring tool (2)	digitally manipulated (2)	HyperAgent (StarGate Language) (2)
bandwidth (1)	distributed network (2)	Integrated multimedia (2)
browser (2)	Dynamic HTML, XHTML (1)	Intuitive multimedia (2)
button (2)	environment (2)	Interactive multimedia (2)
cloud (2)	Executable Help (2)	Interactive TV (TV) (4)
compact disc read-only memory (CD-ROM) (1)	Language (2)	Issue (2)
content (2)	font (2)	multimedia (2)
convergence (2)	graphical user interface (GUI) (2)	multimedia developer (2)
digital handwriting (2)	hypertext (1)	multimedia element (2)
		multimedia project (2)

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Chapter Review sections provide concept summaries and key term lists, as well as questions and projects

Suggested Resources point to web sources to aid you in the creation and development of multimedia projects

First Person notes employ the author's personal experiences to emphasize key points

Provides Professional Insight—Quotes from experts in the field and notes from the author put key concepts into the context of real-world situations.

Robust Learning Tools—Summaries, key terms lists, quizzes, essay questions, and lab projects help you practice skills and measure progress.

Each chapter includes:

- **Learning objectives** that set measurable goals for chapter-by-chapter progress
- Color **artwork** that makes difficult concepts easy to visualize and understand
- Shared personal expertise from experts in the field in the form of **First Person** notes, sidebar **quotes**, **Vaughan's Laws**, and **Vaughan's Rules**
- **Notes, Tips, and Warnings** that highlight important concepts and guide you through difficult areas
- Highlighted **Key Terms**, **Key Terms lists**, and **Chapter Summaries** that provide you with an easy way to review important concepts and vocabulary

- Challenging **End-of-Chapter Quizzes** that include vocabulary-building exercises, multiple-choice questions, essay questions, and lab projects