

FUNDAMENTAL OF MULTIMEDIA

MULTIMEDIA AUTHORING

By
Dr. Rahmah Mokhtar
Faculty of Computer Systems & Software
Engineering
drrahmah@ump.edu.my



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Course Description



- **Expected Outcomes**

:

- In this chapter, Student will understand
- What is Authoring Multimedia
- Types of Multimedia Authoring
- Tools for each type of multimedia authoring

- **References**

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Multimedia Authoring:

Multimedia authoring requires you to develop all the multimedia building blocks and then import and integrate all these elements into a comprehensive and possibly interactive application.



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With Multimedia Authoring Tools You Can Make

- Video productions
- Animations
- Games
- Demo disks and interactive guided tours
- Presentations
- Interactive kiosk application
- Interactive training
- Simulations, prototypes, and technical visualizations



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Authoring Systems

- Full-fledged application development tools that let you present material, ask questions about it, evaluate user input, and branch accordingly are called authoring systems.
- Graphically oriented packages have cut the tedious and time consuming process down.



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The Right Tool for the Right Job

- Editing Features
- Organizing Features
- Organizing Features
- Programming Features
- Interactivity Features
- Performance Tuning Features
- Playback Features
- Delivery Features
- Cross-Platform Features
- Internet Playability



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Hypermedia Programs

- Hypermedia programs go beyond the linear slide-show
- Provide an infinite capability to link objects and enable users to navigate
- Examples:
 - HyperCard
 - ToolBook
 - HyperStudio - easiest and most powerful programs for use in schools



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Met·a·phor

1. A figure of speech in which a word or phrase that ordinarily designates one thing is used to designate another, thus making an implicit comparison, as in “a sea of troubles” or “All the world's a stage” (Shakespeare).
2. One thing conceived as representing another; a symbol: “A trash can on the desktop represents file deletion”



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Classification of Authoring Tools

- All multimedia tools are based on a metaphor.
- The metaphor is used to convey the way the program organizes elements, sequences events, and delivers the multimedia application.
- The Four Metaphors Are:
 - Time based and presentation tools.
 - Card-based or page-based relational databases.
 - Icon-based, event-driven tools (logic flow).
 - Object-oriented tools.



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Time-based Authoring Systems

Presented along a timeline

- Director
- Macromedia action
- Animation works
- Media blitz
- Producer
- Promotion
- Cinemation



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Card-based or Page-based Authoring Systems

- Based on idea of having card stacks or pages that contain multimedia elements
- Not limited to moving sequentially
- Metaphor enables the developer to design multimedia applications based on relationships in the content
- Examples include: Hypercard, Asymetrix Toolbook (windows), and MetaCard



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Icon-based Authoring Systems

- Icons give developer capability to present a logical flow of events visually by dragging icons from an icon menu. Icons represent multimedia tools.
- Examples include: Authorware, HSC interactive, conAuthor, Quest.



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Object Oriented Metaphor

- Director also has a full-featured scripting language called lingo.
- mTropolis
- QuarkImmedia
- MediaForge
- Visual Basic



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Examples of Each Authoring Tool

- Card and Page-Based
 - Hypercard, and ToolBook
- Icon-Based
 - Authorware, IconAuthor, and Quest
- Time-Based
 - Director
- Object-Oriented
 - mTropolis, QuarkImmedia, and MediaForge



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Presentation Packages

- Linear
- PowerPoint: 42% for presentation 68% for printed handouts
 - Most widely used
 - Slide show metaphor
- Compel Asymmetrix
- Persuasion from Aldus
- Lotus Freelance Graphics
- WordPerfect Presentation
- Harvard Graphics.



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Professional Multimedia Development Tools

- Macromedia's director and Authorware
- Asymmetric's Toolbook,
- Apple's HyperCard
- Aimtech's IconAuthor



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World Wide Web Page Creation Tools

- Microsoft word, office, front page
- Homesite
- Dreamweaver
- Hot metal pro
- Hot dog
- Java and hot java
- Shockwave
- Active X



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