**DAR ES SALAM INSTITUTE OF TECHNOLOGY**

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MULTIMEDIA APPLICATION PRODUCTION

TEST 01.

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SUBJECT: MULTIMEDIA APPLICATION PRODUCTION.

Q01. **Multimedia** is defined as the integration of sound, animation, and digitized video with more traditional types of data such as text.

**Hypermedia**, an extension of the term [hypertext](https://en.wikipedia.org/wiki/Hypertext), is a [nonlinear medium](https://en.wikipedia.org/wiki/Nonlinear_medium) of information that includes graphics, audio, video, plain text and [hyperlinks](https://en.wikipedia.org/wiki/Hyperlink).

When someone turns on a computer, puts a CD ([compact disc](https://www.encyclopedia.com/literature-and-arts/performing-arts/music-history/compact-disc)) in its CD drive, and listens to her favorite music while she works on a paper, she is experiencing multimedia. Other examples of multimedia usage include looking at pictures taken from a [digital camera](https://www.encyclopedia.com/science-and-technology/computers-and-electrical-engineering/computers-and-computing/digital-camera). In contrast, surfing the [World Wide Web](https://www.encyclopedia.com/science-and-technology/computers-and-electrical-engineering/computers-and-computing/world-wide-web), following links from one site to another, looking for all types of information, is called experiencing hypermedia. The major difference between multimedia and hypermedia is that the user is more actively involved in the hypermedia experience, whereas the multimedia experience is more passive.

Q03. Some of the image formats used in multimedia are:

1. [JPEG](https://en.wikipedia.org/wiki/JPEG) (Joint Photographic Experts Group) is a [lossy compression](https://en.wikipedia.org/wiki/Lossy_compression%22%20%5Co%20%22Lossy%20compression) method; JPEG-compressed images are usually stored in the [**JFIF**](https://en.wikipedia.org/wiki/JFIF) (JPEG File Interchange Format) file format.
2. [JPEG 2000](https://en.wikipedia.org/wiki/JPEG_2000) is a compression standard enabling both lossless and lossy storage.
3. The **Exif** ([Exchangeable image file format](https://en.wikipedia.org/wiki/Exchangeable_image_file_format)) format is a file standard similar to the JFIF format with TIFF extensions
4. The **TIFF** ([Tagged Image File Format](https://en.wikipedia.org/wiki/Tagged_Image_File_Format)) format is a flexible format that normally saves eight bits or sixteen bits per color
5. The **GIF** ([Graphics Interchange Format](https://en.wikipedia.org/wiki/Graphics_Interchange_Format)) is in normal use limited to an 8-bit palette, or 256 colors (while 24-bit color depth is technically possible).
6. The [High Efficiency Image File Format](https://en.wikipedia.org/wiki/High_Efficiency_Image_File_Format) (HEIF) is an image container format that was standardized by [MPEG](https://en.wikipedia.org/wiki/Moving_Picture_Experts_Group) on the basis of the [ISO base media file format](https://en.wikipedia.org/wiki/ISO_base_media_file_format).

Q04. How is multimedia used in corporate communication?

**Answer:**

1. Business: **Multimedia** is **used** in the form of video advertisement and entertainment for the **business**. Graphics, videos, photos and all media types can be **used** to help potential customers to gain information from **business**. It's also great for shaping the **business**' brand image. Creative **Uses of Multimedia** for **Business** Marketing.
2. Advertizing: **Multimedia** plays a vital role in **advertising**. The more forms of **multimedia** used, the higher the exposure of the product to the market thereby increasing sales, creating a huge influence in the market and gaining popularity. Television, radio and print ads are the most common medium used, with one supporting the other.
3. Education: In **education**, **multimedia applications** are used as a source of information to deliver learning resources for students. **Multimedia applications** also used to improve the learning process and increase the interaction between students and teachers or lecturers.
4. Public places: **Multimedia** is appropriate whenever a human interface connects a human user to electronic information of any kind. **Multimedia** enhances minimalist, text only computer interface and yields measurable benefit by gaining and holding attention and interest in short, **multimedia** improve information retention.
5. In audio **multimedia** is used to enhance **multimedia applications**. For example, audio can be used to deliver audio lectures over the web. Music is used to add interest and emotion to a presentation. The simplest way why we **use** audio in **multimedia** is to provide an interface for visually disabled users.

Q07.What are some of the factors in multimedia development that are critical to the quality of the programs?

**Answer:**

1. Designing factor.
2. Technical factor.
3. Budgeting factor.
4. Experience factor.

Q08. What different roles do people playing multimedia development and how do these roles interrelate?

**Answer:**

1. **Project manager.**
2. The overall development, implementation, and day-to-day operations of the project.
3. The design and management of a project.
4. Understanding the strengths and imitations of hardware and software.
5. Ensuring people skills and organizational skills.
6. **Multimedia writer.**
7. Writing proposal and testing screen.
8. Scripting voice-over and actor’s narration.
9. **Video specialist.**
10. The delivery of video files on CD, DVD, or the web.
11. How to shot quality video.
12. How to transfer the video footage to a computer.
13. How to edit the footage down to a trial product using digital nonlinear editing system.
14. **Multimedia producer.**
15. Web site producer put together set of pages for the Web.
16. They also coordinate update and changes.
17. **Multimedia Programmer/Software Engineering.**
18. Integrates all the multimedia elements into a seamless project, using authoring systems or programming language.
19. White codes for the display of multimedia elements, and to control various peripheral devices.
20. Manages timing, transition, and record keeping.
21. **Interface Designer.**
22. Creating a software device that organize content, allows users to accesses or modify content, and presenting that content on the screen.
23. Bulking a user-friendly interface.
24. **Multimedia Designer.**
25. Graphic designers, illustrator, animators, and image processing specialist who need with visuals, thereby making the project appealing.
26. Interface designers, who devise the navigational pathways and content maps.
27. Information designers, who structure content, determine user pathways and feedback, and select presentation media.
28. **Audio Specialist**.
29. Locating and selecting suitable music talent.
30. Scheduling recording session.
31. Digitalizing and editing materials into computer files.