

<<多媒体技术概论>>

图书基本信息

书名：<<多媒体技术概论>>

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内容概要

《多媒体技术概论》是国外优秀职业教育资源教学用书，采用原版影印与编译相结合的方式出版。

《多媒体技术概论》采用四色印刷。

《多媒体技术概论》以丰富的实例和翔实的图例介绍了多媒体技术的基本概念及各组成部分。

主要内容包括多媒体技术基本——文本、图像、声音、动画和视频；多媒体程序编写；多媒体作品的开发与设计；多媒体作品的管理与发布等内容。

《多媒体技术概论》配有大量教学辅助资源，可通过网络查询或直接使用。

《多媒体技术概论》适用于高等职业学校、高等专科学校、成人高校，以及本科院校及二级职业技术学院、继续教育学院和民办高校计算机及相关专业使用。

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插图：Reading large amounts of text on a computer screen is tedious and tiring, both physically and mentally. Placing a book on a CD with some multimedia elements such as sound and expecting the user to read it "from cover to cover" is not a good use of multimedia. Developing interactive books in which the user becomes an active participant and can make choices that influence the storyline and outcome, however, can be effective. Similarly, multimedia reference titles can contain a great deal of text. But, by allowing the user control over the content and by adding other elements (such as animation, sound, and video) , multimedia developers can overcome the drawbacks of text-intensive pages. Is video an appropriate use of multimedia ?

First, simply watching a movie or any digitized video from beginning to end is not multimedia. In fact, using video inappropriately can be damaging rather than advantageous. Consider one company that wanted to showcase its high-tech image by sending out invitations to an upcoming conference on CDs. The content of the CD consisted of a well-developed video about the company, which included interviews, product demos, future plans, financial data, and so forth. Using a video for promotional purposes may have seemed like a good idea, but the result was a ten-minute video that played in a small window on a computer screen with poor resolution and no user control. Before developing and distributing this title, the company should have asked the following questions: How many potential conference attendees will have multimedia computer playback systems ?

Will the user want to watch ten minutes of video on a computer screen ?

Will the user be impressed with the company's attempt at creating a "high-tech" image ?

A better approach would have been to design the CD content to play well on low-end user playback systems and to allow the user to choose from a menu what content to view. The menu might have included links to company background information, interviews, product demonstrations, and other options. After selecting a menu option, the user would see a short video clip associated with the menu choice. This approach would have permitted the user some control over the content of the video. As a multimedia developer, you must always be up on the most recent "bells and whistles." But before incorporating them into a title, you must also ask: Should I use these multimedia elements ?

Are these elements appropriate in this title ?

Do these elements help us meet the title objectives ?

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