

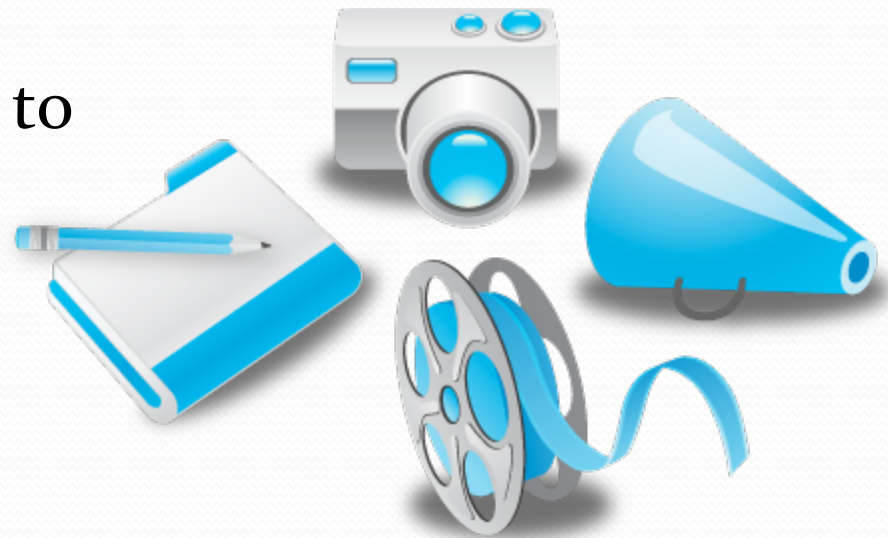
Multimedia Lesson Design for the Design Novice

Cathy Clarke
Simon Ting

Introduction to Multimedia

What is “Multimedia”

- Using a combination of different types of media to present content
 - Text
 - Photos/Graphics
 - Video
 - Audio
 - Animation
- Specifically, we are discussing using multimedia on the web





Multimedia in Instruction

- Images
 - Insert along with text
- Slideshows
 - Set of photos/graphics
 - Play automatically or manually advance
 - Add captions and descriptions
- Presentations
 - Combine images, video, text, audio
 - Linear presentation of media



Web-Based Multimedia

- Showcase of past projects using multimedia

[\[launch showcase\]](#)

Web 2.0 Multimedia



What is Web 2.0?

- Using new web-based technology to present information in a new way
- Content is no longer static—changes constantly and distributed in many ways
- Many Web 2.0 sites offer services that in the past were only possible with desktop software

Examples of Web 2.0

- Flickr

- Image sharing and hosting
- More than two billion images (as of November 2007)
- Photo Pool Example:

<http://www.flickr.com/groups/blueribbon/pool/>

- YouTube

- Video sharing and hosting
- In one month (Jan. 2008), 79 million users watched over 3 billion videos
- Video Channel Example:

<http://youtube.com/user/friendsoftheearth>

The Flickr logo is displayed in a white rectangular box with a slight shadow. The word "flickr" is written in a lowercase, sans-serif font. "flick" is in blue, and "r" is in pink. A small "TM" trademark symbol is to the right of the "r".The YouTube logo is displayed in a white rectangular box with a slight shadow. The word "You" is in black, and "Tube" is in white inside a red rounded rectangle.



Web 2.0 Benefits

Traditional Desktop Software...

- Costly
- Steep learning curve
- Processor Intensive
- Multiple installations of various programs

Web 2.0 Services...

- Most are free
- Easy to use
- Browser-based, not demanding on your computer
- Everything is done through the Web browser



Web 2.0 Caveats

Pros

- We have shown many benefits of Web 2.0 multimedia
- But there are drawbacks, too!

Cons

- Permanence
 - Not all sites will be around forever
 - Not all services will always be free
- Limited storage
- Intellectual property & copyright concerns
- Confidentiality
- Internet access required

Copyright Issues

Creative Commons License

- In a nutshell, “some rights reserved”
 - For example,
 - Free for non-commercial use, or
 - Permission to use but not modify (create derivative work)
- More flexible than traditional copyright
- Free licenses commonly used when releasing work on the Web



Demonstration

Using Web 2.0 Multimedia

Photos



Traditionally...

- Photoshop or other image editing desktop software is used
 - Color corrections
 - Resize/Crop
 - Adding effects
- Adobe Bridge and other desktop software is used
 - Sorting/Organizing photos

Using the Web...

- Web services offer editing tools
 - Color corrections
 - Resize/Crop
 - Adding effects
- Web sites offer sharing and hosting services
 - Sorting/Organizing photos
 - Tagging
 - Sharing

Sharing & Hosting: Images

Flickr

- Huge online community
- Developed by Yahoo!
- Works with many other services
- Easy to use
- www.flickr.com



Picasa Web Albums

- Google's online photo sharing site
- Works with many other services
- Optional free desktop software, Picasa
- Picasaweb.google.com



Image Manipulation

Picnik

- Directly edit photos from Flickr
- Import photos from many other sites and your own computer
- Apply common image manipulation techniques
- www.picnik.com

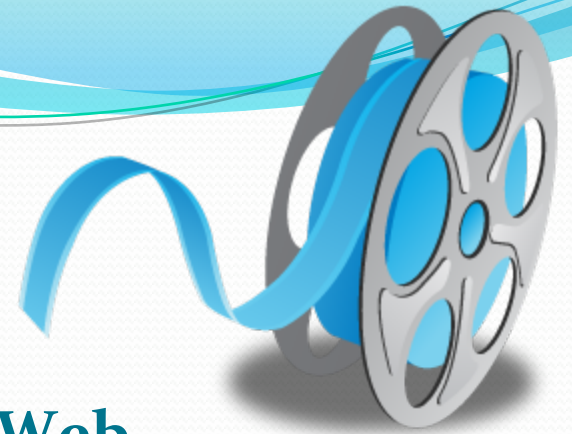


Photoshop Express

- Import photos from your computer and other sites
- Apply common image manipulation techniques
- Create slideshows and embed them in other web pages
- www.photoshop.com/express



Videos



Traditionally...

- Video Editing Software such as Adobe Premiere, Final Cut, etc., is used
 - Captured as raw files
 - Edited/Trimmed
 - Encoded for viewing on the Web
- Video must be uploaded to a server and embedded into HTML for the Web

Using the Web...

- Web sites offer complete services for
 - Direct video capture from web cam
 - Upload any video and it will be encoded for you
 - Create video playlists
 - Tagging
 - Sharing & Hosting

Sharing & Hosting: Video

YouTube

- Upload unlimited number of videos
- Tag/Comment videos
- Control over privacy
- Embed in your blog/website
- www.youtube.com



Blip.tv

- Upload videos
- Share videos
- Works with other Web 2.0 sites
- www.blip.tv



Creating Multimedia Presentations

- Photo Gallery with Captions:

[Flickr demo](#)



- Online Presentations

- Traditional presentation:

[VCASMO demo](#)



- Animated Flip Books:

[Picasa demo](#)



- Online Scrapbooks:

[Scrapblog demo](#)



Delivering Content: Blogs

Wordpress

- Design tools & templates
- Plug-ins and widgets
- Post easily
- Custom sidebar
- Privacy settings
- Spam blocker
- [Sample Wordpress blog](#)



Blogger


- Design tools & templates
- Plug-ins and widgets
- Post easily
- Custom sidebar
- Privacy settings
- Photo album
- Polls
- www.blogger.com





A Quick Note...

- The examples we discussed are just a small sampling
- There are many more Web 2.0 multimedia services available
- We have developed a guide for you that lists many of these services
 - Categorized
 - Lists of features



In Closing



In Closing...

- We hope you find these services useful and can find ways to apply them for your own needs
- Use our guide as a reference to discover more services available on the Web



Questions?

More Web 2.0

Additional Services

Online Versions of Office Tools

Google Apps

- Word Processing
- Presentation Tools
- Spreadsheets
- Online collaboration
- Security settings
- E-mail
- Calendar



- www.google.com/a

Zoho

- Word Processing
- Presentation Tools
- Spreadsheets
- Online collaboration
- Note taker
- Organizer
- E-mail
- www.zoho.com



Storage

Driveway

- 2gb storage
- Track file downloads
- Share files
- Embed data as widgets on your site
- www.driveway.com



Xdrive

- 5 gb storage
- Share files
- Easy organization
- www.xdrive.com



Printing

Lulu

- Publish your manuscript, photos, or digital files
- Control over format, size, cover, binding
- Order personal copies or sell online



- www.lulu.com

Blurb

- Publish your manuscript, photos, or digital files
- Control over format, size, cover, binding
- Free software lets you convert your blog into a book
- Order personal copies or sell online



- www.blurb.com