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/](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](http://youtube.com/user/friendsoftheearth)
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](http://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](http://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](http://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](http://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](http://www.youtube.com)

**Blip.tv**
- Upload videos
- Share videos
- Works with other Web 2.0 sites
- [www.blip.tv](http://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](http://www.driveway.com)

**Xdrive**
- 5 gb storage
- Share files
- Easy organization
- [www.xdrive.com](http://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](http://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](http://www.blurb.com)