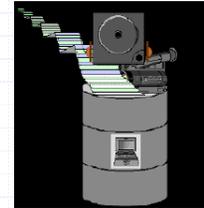


What is Multimedia?

- ◆ The interactive incorporation of many media to accomplish some (educational) objective
 - The end of teaching? (as we know it)
 - The end of learning? (as we know it)
- ◆ Audio + Video + Text + Images + Animation = **Mixed Media**
 - the development, integration, and delivery of any combination of text, graphics, animation, sound or video through a computer.
- ◆ Media + Interactivity + Hyperlink = **Multimedia**
 - More accurate but obsolete name: **Hypermedia**

Non-Interactive vs interactive mmedia



- **Non-interactive**
 - User is a observer of information.
- **Interactive**
 - User is a participant in the flow of information.

What is JKR's Virtual Desktop?



It is an example of:

- A: Mixed media**
- B: Multimedia**
- C: Hypermedia**

J. K. Rowling's (old) official website

Welcome to CS215 <http://cs.wellesley.edu/~cs215>

CS215 - MULTIMEDIA DESIGN & PROGRAMMING **HOME**

- HOME
- SYLLABUS
- SCHEDULE
- TUTORIALS
- HOMEWORK
- PAST PROJECTS
- MAS MAJOR
- RESOURCES

COURSE DESCRIPTION
CS215 is offered in **the Fall 2014**

The purpose of this course is to give students a broad foundation in issues related to creating multimedia and hypermedia applications. Topics to be covered include history and philosophy of hypermedia, principles of human-computer interaction, multimedia programming, optimizing for CD-ROMs and the WWW, digital representation and editing of media (audio, graphics, video), media compression and transmission, and delivery of multimedia applications.
Special Emphasis: Computer Puzzles & Games.

PREREQUISITES
CS 111 is required. In addition, ARTS 105, ARTS 108 or ARTS 109 is recommended.

INSTRUCTOR
[P. Talos Metaxas](#), Computer Science and Media Arts & Sciences
Office Hours: TBA and by appointment.

ANNOUNCEMENTS & UPDATES

- Lectures: The class meets in JEWETT 247 (the Media Arts Lab) on Tuesdays, Wednesdays and Fridays 11:10AM-12:20PM. Not all meeting times will be utilized, see the [schedule](#).
- Teaching Assistant: Sophia Zachares
TA Hours: TBA

Examining Media: What to look for

- ◆ **Psychology** of the medium
 - What do we use it for?
 - What techniques for its communication exist?
- ◆ **Science** of the medium
 - Why does it exist?
 - How does it work?
- ◆ **Technology** of the medium
 - How do we represent it?
 - How do we capture it?
 - How do we edit it?
 - How do we include it?

From Old to New Media



- **Old Media:**
7 traditional forms of mass communication
 - Which ones?
- **New Media:**
emerging digital technologies
 - List some:

New Media



Plurality of MM Development Roles

- ◆ **Management**
 - Executive Producer
 - Producer
 - Project Manager
- ◆ **Design**
 - Creative Director
 - Information Designer
 - Interface Designer
- ◆ **Production**
 - Artist
 - Programmer

