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 an 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

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 theory and philosophy of hypermedia, principles of human-computer interaction, multimedia programming, supporting for CD-ROMs and the Web, digital representation and editing of audio (audio, graphics, video), media compression and transmission, and delivery of multimedia applications. Special emphasis: Computer Games.

PREREQUISITES
CS 111 is required. In addition, ARTS 103, ARTS 105 or ARTS 109 is recommended.

INSTRUCTOR
Dr. Jack Mead, Computer Science and Media Arts & Sciences
Office Hours: TBD or by appointment.

ANNOUNCEMENTS/UPDATES
- Exams: The date meets in JEFFREY 347 (the Media Arts Lab) on Tuesdays, Wednesdays and Fridays 11:12PM - 12:12PM. Not at meeting time will be unassigned, see the course.
- Teaching Assistant: Sophie Zuchers
  YA Hours: TBD
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