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Multimedia (TDC-II)

Q. Write the uses of multimedia.

Ans. Use of Multimedia in Advertising Industry: Advertising has changed a lot over the past couple of decades, and this is mainly due to the increased use of the internet in business. Multimedia plays a great and a vital role in the field of advertising. As whatever it is whether print or electronic advertisement, they first are prepared on the computer by using professionals' software's and then it is brought in front of the target audiences.

Some of different types of advertising are:

- Print advertising
- Radio (audio) advertising
- Television (video) advertising
- Digital advertising
 - Display Ads
 - Video
 - Social
- Mobile advertising etc/

2. Use of Multimedia in Education

In the area of education too, the multimedia has a great importance. Talking particularly about the schools, their usage has a significant role to play for children also. It is broadly used in the field of education and training. We used audio for imparting education even in traditional method, where charts, models etc. were used.

Nowadays the classroom need is not limited to that traditional method rather it needs audio and visual media. With the use of multimedia everything can be integrated into one system. As an education aid the PC contains a high-quality display with mic option. This all has promoted the development of a wide range of computer-based training like online training.

3. Use of Multimedia in Mass Media and Journalism

It is used in the field of mass media i.e. journalism, in various magazines and newspapers that are published periodically. The use of multimedia plays a vital role in a publishing house as there are many works of newspaper designing and other stuff also.

Nowadays it's not only the text that we can see in the newspaper, but we can also see photographs in newspaper, this not only makes newspaper a perfect example but will also explain the worthiness of hypermedia.

4. Use of Multimedia in Gaming Industry

One of the most exciting applications of multimedia is games. Nowadays the live internet is used to play gaming with multiple players has become popular.

In fact, the first application of multimedia system was in the field of entertainment and that too in the video game industry. The integrated audio and video effects make various types of games more entertaining.

5. Use of Multimedia in Science and Technology

Multimedia had a wide application in the field of science and technology. It is capable of transferring audio, sending message and formatted multimedia documents. At the same time, it also helps in live interaction through audio messages and it is only possible with the hypermedia. It reduces the time and cost can be arranged at any moment even in emergencies.

At the same time, it is useful for surgeons as they can use images created from imaging scans of human body to practice complicated procedures such as brain

removal and reconstructive surgery. The plans can be made in a better way to reduce the costs and complications.

6. Use of Multimedia in Pre-Production

Pre-Production comprises of everything you do before you start recording of audio or video. This phase of your project is extremely important. Everything you do in pre-production will save time and aggravation during production and post-production. The techniques shown will include: how to design storyboards, including how to show correct camera angles for the scene, writing your story, and how to use video transitions can be done with the help of multimedia.

7. Use of Multimedia in Post Production

It is the final step of production involves editing scenes, adding various transition effects, addition of voice to characters, background score, dubbing and much more can be done using multimedia technologies.

It is the era of NLE or non-linear editing which is completely done with computers software.

All types of animations are the product of multimedia technologies from Tom and Jerry to Chhota Bheem.

8. Use of Multimedia in Fine Arts

In fine arts, there are multimedia artists, who blend techniques using different media that in some way incorporates interaction with the viewer. One of the famous artist is Peter Greenaway who is blending cinema with opera with the help of all sorts of digital media.

There is a new term for such artists i.e. digital artists. Digital artists are those who use computer apps to create digital paintings, matte paintings, and vector illustrations of all types.

9. Use of Multimedia in Engineering

Software engineers often use multimedia in computer simulations for anything such as military or industrial training. It is also used for software interfaces which are done as collaboration between creative professionals and software engineers.

All the minute calculations are done with multimedia only. Tons of powerful apps available for engineers to use.

10. Use of Multimedia in Research

In the area of mathematical and scientific research, multimedia is primarily used for modelling and simulation. For example, looking at a molecular model by a scientist of a particular substance and manipulate it to arrive at a new substance.

11. Use of Multimedia in Architecture & Interior Designing

Gone are the days when architects and interior designers used to plan everything manually which was completely inaccurate and unprofessional. Now due to multimedia there are various software like AutoCAD, Revit, SketchUp, 3Ds Max which can be used to create 2d plans, plan rendering, and realistic walk-through of a project easily.

Multimedia has increased productivity of this sector enormously by improving quality and accuracy to the architects and interior design professionals.