

Interactive Digital Multimedia

Multimedia products are a big deal.

These can be on computers, on apps or in all sorts of other places.

They are:

- digital
- multimedia
- interactive

Interactive Digital Multimedia

Digital: made on, stored on and/or used by computers

Interactive Digital Multimedia

Multimedia: uses more than one type of media

So, not just text.

By “**media**” we mean a way of presenting information - so text and pictures are both examples of media, as are video or audio.

We **don't** mean social media websites or apps.

Interactive Digital Multimedia

Multimedia: uses more than one type of media

Can include:

- text
- still images
- video
- sound
- animation

Interactive Digital Multimedia

Interactive: the person using the product is in control.

There has to be more than one route through the product - it has to be **non-linear**.

The user has to be able to make choices to create their own route through. They might be able to go back to the start. It can't just go in the same order each time.

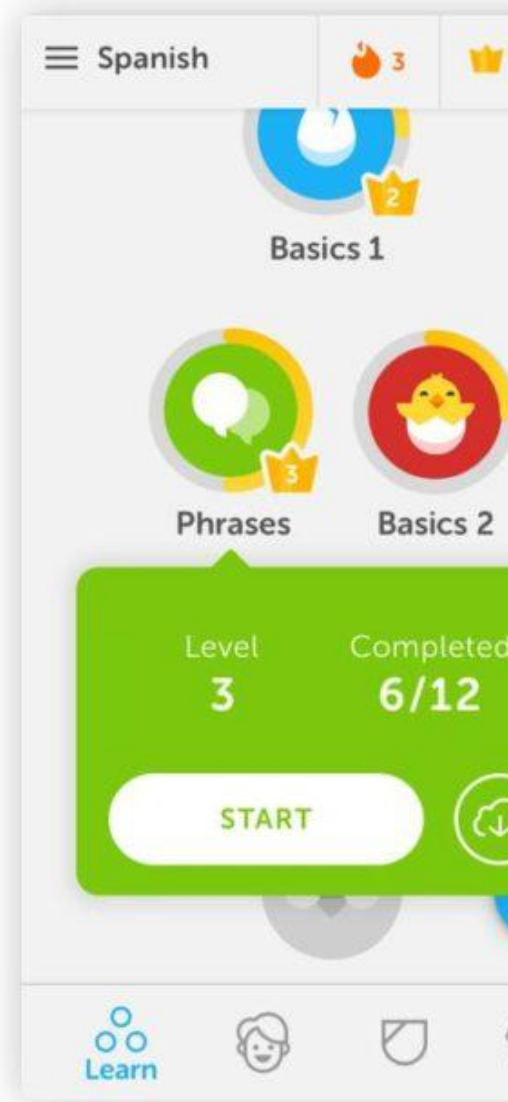
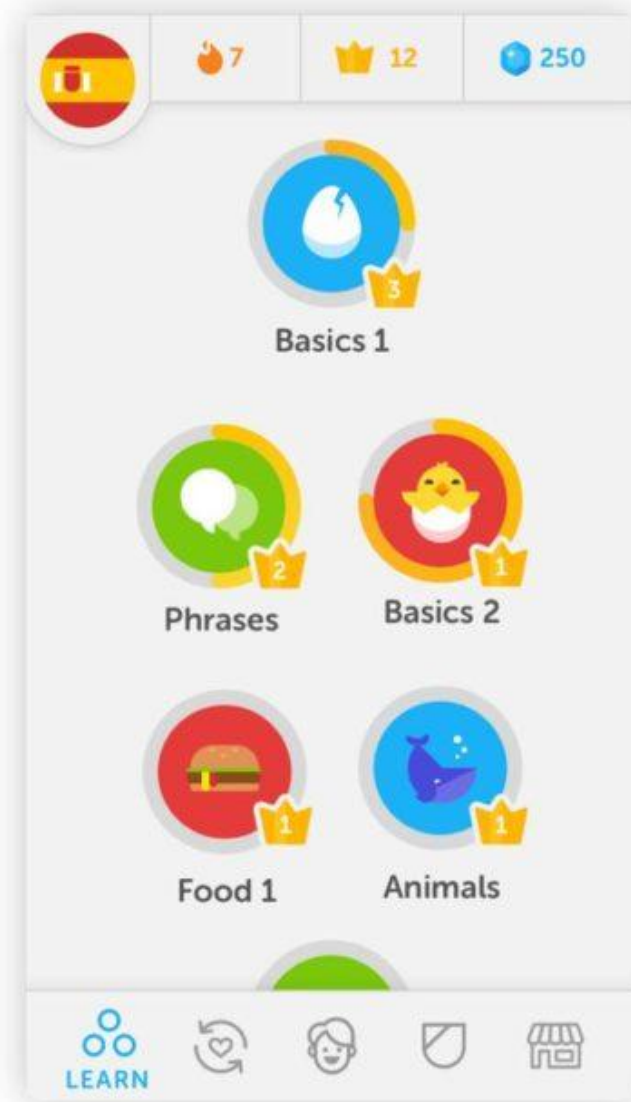
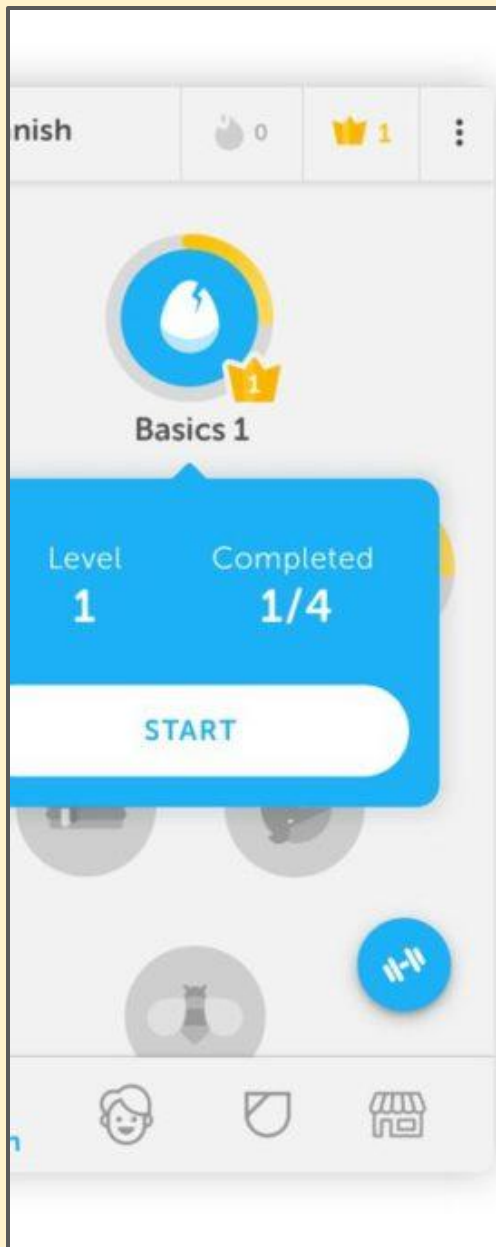
Interactive Digital Multimedia

Interactive Digital Multimedia products are used for all sorts of things...





Virtual reality tour of the Coliseum in Rome



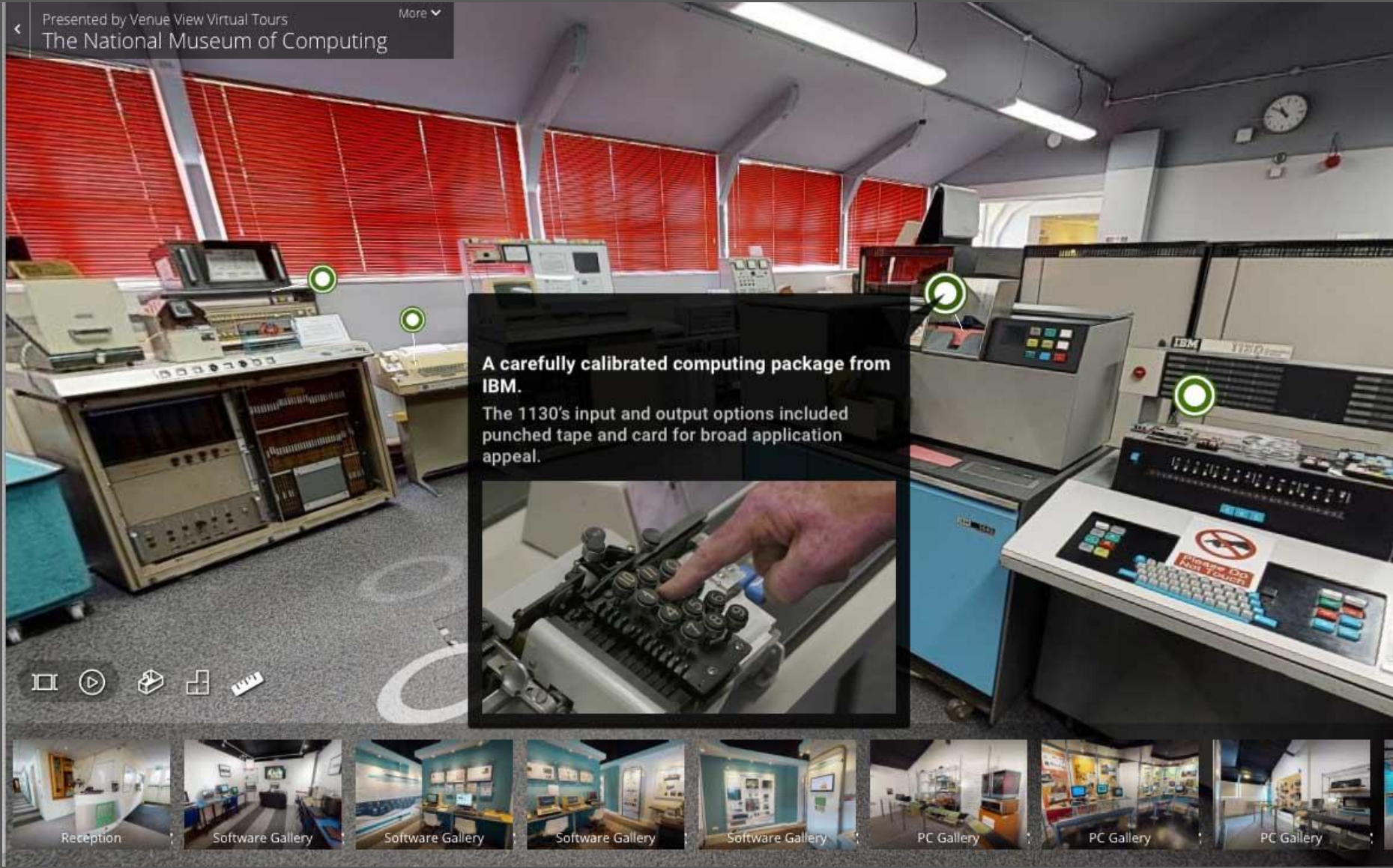
Language learning app on a phone



Interactive display to allow ordering of food at a restaurant



Interactive touch screen display as part of a museum exhibit



Interactive online tour of the Museum of Computing



Interactive shoe design website



Interactive Digital Multimedia

Digital: made on, stored on and/or used by computers

Multimedia: more than one media

Interactive: user decides their own route

Referencing this work

If you use ideas from these slides in your work you must write them in your own words and reference it

Do not copy and paste - that's plagiarism and that's a really big deal

Reference this as:

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