

Media Creation

Chapters 8 Review

Multimedia Elements of the Web

- Web writing
- Image Creation & Manipulation
- Animations
- Digital Audio & Video

Web Writing

- MOST important BECAUSE text contains information that users are seeking
 - Voice of site
 - CLEAR, Concise
 - FREE of Spelling & grammar errors

Web Writing – Content Voice

- Changes for the audience
- Different writing styles
 - writing for child vs. adult
 - Tech oriented vs. not
 - Gender vs. Gender Neutral
- Geared towards sites audience

Web Writing- Tips

- Start with a summary of site
- Limit each paragraph to ONE idea
- Write for SCANNABILITY – user can quickly scan for keywords of interest
- Avoid LONG continuous blocks of text
- Structure articles
 - Use two/three levels of headlines for easy scanning
 - Work in a pyramid scheme with short conclusion & build detail
 - Descriptive/Meaningful headlines-
 - LITERAL
 - Highlight important information (Bold or Italics)
- Simplify for clarity
- Avoid EXCESSIVE scrolling pages
- Write Concisely

Relevance –Accuracy - Timeliness

- Stay focused on topic
- ALWAYS thoroughly research & verify the accuracy of all information before committing it to publication
- Users expect information on a website to be **current** (three ways)
 - Replace Key information
 - Restructure the copy
 - Replace All the content on the page

Originality

- o Material should be original
 - If using material not owned by client, then give original author credit by citing them on the website
- o Contract between a web designer & client usually state that all materials provided to the designer is copyrighted by the client and free of any obligations
- o Protect clients work with ©Copyright your clients business, 2001

Image Creation- Images you can use for a website come from four possible sources:

1. Scanned-in photos or illustrations
 - Flatbed
 - most in-expensive – DPI
 - Transparency scanners
 - high optical DPI
 - Drum Scanners
 - Use of half-tone dots on drum/ separations
- o Use to crop images
- o Use of TWAIN drivers
- o More PIXELS or DPI – more realistic- Bigger the file!
 - For WEB use between 150-300 dpi

Additional sources...

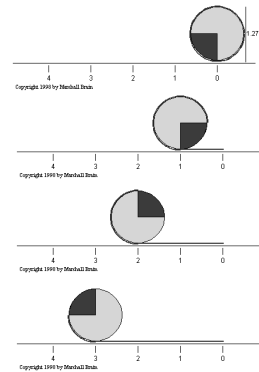
2. Digital camera photos
 - o Uses two dimensional array of detectors that convert tone & color into digital value
 - o Converts images into JPG, TIF, PIC, PCX
- o Stock photography (photo CD's & clipart)
 - Library of images- high quality low cost
 - Another designer may use/ reduce originality
- o Computer-generated vector or bitmap graphics
 - vector based – high impact, sharp edged- mathematical calculations- can resize without affecting image
 - bitmap based- pixilated shapes- digital images- not easily resized larger without loss of clarity- NEEDS OPTIMIZATION

Image Manipulation/Optimizing

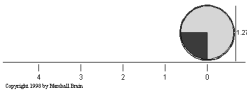
- o Improves look & makes images fit
 - Inputting – calibrating monitor
 - adjusting: brightness/contrast, gamma, phosphors, & White Point
 - Does not work with LCD monitors
 - Optimizing Images- improving details, correcting colors, removing flaws
 - De-skew – straightening
 - Removing noise (pixelation or blur) or scratches– LESS noise better compression
 - Editing images- allow for a customized image
 - Resizing – cropping, rotating, resizing and slicing
 - Saving-
 - After adjustments save in original software format so layers are editable
 - THEN save in web safe format
 - JPG for photographs
 - GIF for illustrations

Evolution of Web Animation

- o In its brief history, the Internet has been constantly and rapidly evolving. Part of this evolution has been driven largely by two opposing forces:
 - Internet authors and readers always want to be able to transmit more elaborate sorts of content over the Internet.
 - To reach most users, the file size for Web content has to be small enough to transmit quickly over standard Internet connections (telephone modems).
- o These factors have forced Internet innovators to come up with a number of clever tricks for delivering complex content over limited connections.



Final Animation



The final animation.

GIF Animation

- o Animation is just a series of still images shown in sequence
 - Animation on a Web site is a series of bitmap images that the user's browser displays in sequence. This sort of animation, called **GIF animation**, was the first Web animation.
- o Main problem with GIF animation is that each frame of the "movie" adds considerably to the total file size.
- o One way of getting around this problem is to eliminate individual frames entirely. Instead, you simply tell the computer to take one still image and move it across the screen. In a sense, you do this with your computer all the time, when you move the cursor across the screen with your mouse.

Dynamic HTML

- o As the Internet continued to evolve, Web designers wanted to add **dynamic** content to their Web sites – that is, content that could change once the user had already downloaded a particular Web page. Dynamic HTML, or **dHTML**, is the term for the software technology that makes this possible.
 - DHTML content is actually produced by using a number of complex **scripting languages**, such as Javascript, to access something called the **document object model** on your Internet browser. Basically, the document object model (DOM) controls everything about how a browser displays a Web page. These days, almost all users have browsers that will expose the DOM to scripting languages, so that this script can alter HTML elements (to change the text color as you move the mouse over a word, for example).
- o DHTML was not created with animation in mind, but it will let you alter HTML elements in a way that will add movement to a Web page. A dHTML script can simply tell the browser to keep changing the placement of a particular image on the page, so it travels around the screen. If you do this with several different images, you can move a series of graphic elements around each other to make interesting movies. DEMONSTRATE AUTO IMAGE

SWF Animations

- o Vector based Adobe LiveMotion/ Macromedia FLASH
 - SWF animations
 - file sizes are smaller for vector based than gif based animations
 - SWF downloads program code

Digital Audio/Video

- o TWO METHODS for delivering multimedia files
 - Download or Streaming
- o Streaming – technique for transferring data so that it can be processed as a steady and continuous stream
 - Allows instant access to transmissions
 - Real Audio
 - MP3
 - Liquid Audio
 - QuickTime
- o Multi-casting- transmitting video to a select group instead of individuals which saves on bandwidth
 - Requires special server
 - AVI
 - MOV
 - MPEG
 - QUICKTIME
- o Live Video through Web Cams