Multimedia Computing
CIS 52

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Multimedia Computing

- Prerequisites: CIS 5.2 and CIS 13.2 or CIS 22

- Required Texts:
  - *Macromedia Director MX 2004*, Johnson, Steven M., Course Technology, 2005
  - Biweekly readings from *PC Magazine*
Class Requirements

- PowerPoint Project 20%
- Director Project 20%
- HTML Project 20%
- Homework/Portfolio 20%
- Final Exam 20%
Multimedia

An integration of *continuous* media (like video) and *discrete* media (like text, graphics, images) through which *information* can be conveyed to the users in an *appropriate*, more *attractive* and *instructive* manner.
Applications

- Interactive videodisk
- Electronic games
- Hypermedia browsers
- Presentation systems
- Authoring systems
Applications

- Mail systems
- Desktop video systems
- Desktop conferencing systems
- Multimedia services
- Video on demand
Brief History

- 1972  Pong video arcade game
- 1977  Atari home video games
- 1978  Apple II
- 1981  IBM PC & MSDOS
- 1982  MIDI standard, Nintendo
- 1984  Macintosh, Virtual reality
Brief History

- 1985  Intel 80386, CD-ROM format, Windows 1.0
Brief History

1987  Microsoft Bookshelf, Apple HyperCard
1989  Sound Blaster, Color LCD projection
1990  Virtual Valerie, Adobe Photoshop
Brief History

- 1991 World Wide Web, MPEG, MPC standard, QuickTime, Adobe Premier video editor
- 1992 Photo CD
- 1993 Mosaic Web browser, Myst, 7th Guest and Doom
Brief History

- 1995  Netscape, Windows 95, Java
- 1996  Microsoft Explorer, Active-X
- 1997  ?
Spectrum of Interactivity

- Neighbor’s radio
- Broadcast television program
- Movie or VCR tape
- Movie on CD-ROM or laser disk
- Hypermedia links on PC or network
- Virtual reality
- Create media
- Interact with people in real time
Measuring Interactivity

- Number of interactions per hour
- Delay between making selection and seeing or hearing result

People can tolerate no more than 1/4 second delay in phone conversations
Typical number of interactions/hour

- Over 36,000: Virtual reality
- 3,600: Playing a video game
- 1,000: Face to face conversation
- 600: Telephone conversation
- 30: Searching a database
- 20: Playing chess
- 12: Watching a movie
- 0.05: Attending a college lecture
- 0.007: Playing chess by postcard
- 0.001: Exchanging occasional letters