

<<多媒体技术概论>>

图书基本信息

书名：<<多媒体技术概论>>

13位ISBN编号：9787040127416

10位ISBN编号：7040127415

出版时间：2003-7

出版时间：高等教育出版社

作者：Jim Shuman 著

页数：266

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<多媒体技术概论>>

### 内容概要

《多媒体技术概论》是国外优秀职业教育资源教学用书，采用原版影印与编译相结合的方式出版。

《多媒体技术概论》采用四色印刷。

《多媒体技术概论》以丰富的实例和翔实的图例介绍了多媒体技术的基本概念及各组成部分。

主要内容包括多媒体技术基本——文本、图像、声音、动画和视频；多媒体程序编写；多媒体作品的开发与设计；多媒体作品的管理与发布等内容。

《多媒体技术概论》配有大量教学辅助资源，可通过网络查询或直接使用。

《多媒体技术概论》适用于高等职业学校、高等专科学校、成人高校，以及本科院校及二级职业技术学院、继续教育学院和民办高校计算机及相关专业使用。

## <<多媒体技术概论>>

### 作者简介

作者：(美国)Jim Shuman 编译：张翼

## 书籍目录

UNIT A Multimedia-An Overview  
 Defining Multimedia  
 Exploring Multimedia on the Web  
 Studying the Growth of Multimedia  
 Examining Educational Application  
 Examining Entertainment Application  
 Examining Business Application  
 Understanding Multimedia Computer Playbacks Systems  
 Understanding Multimedia Computer Development Systems  
 Issue: What is the appropriate use of Multimedia?  
 Expand the Ideas?  
 Issue: The Multimedia Personal Computer (MPC)  
 Expand the Ideas  
 End of Unit Exercises  
 Independent Challenges  
 Visual Workshop  
 Unit B Multimedia Elements- Text and Graphics  
 Using Text in Multimedia Application  
 Using Text on the Web  
 Understanding Software for Working with Text  
 Using Graphics in Multimedia Application  
 Understanding Software for Working with Graphics  
 Examining the Sources of Graphic Images  
 Using Graphics on the Web  
 Issue: Copyrights and Multimedia  
 Expand the Ideas  
 End of Unit Exercises  
 Independent Challenges  
 Visual Workshop  
 Unit C Understanding Multimedia Elements-Sound, Animation, Video  
 Understanding Sound  
 Exploring Sound on the Web  
 Understanding 2-D Animation  
 Understanding 3-D Animation  
 Exploring Animation on the Web  
 Understanding Video  
 Understanding Video Compression and Video Editing  
 Exploring Video on the Web  
 Issue: Intellectual Property Right and Emerging  
 Expand the Ideas  
 End of Unit Exercises  
 Independent Challenges  
 Visual Workshop  
 Unit D Multimedia Author Programs  
 Exploring Multimedia Authoring Program  
 Examining Slide Show Programs  
 Examining Card or Book Metaphor Programs  
 Examining Icon-based programs  
 Examining Time-based Programs  
 Exploring Programming Languages  
 Exploring Scripting Languages  
 Using Web-based Multimedia  
 Issue: Censorship  
 Expand the Ideas  
 End of Unit Exercises  
 Independent Challenges  
 Visual Workshop  
 Unit E Development and Design of Multimedia Titles  
 Planning the Title-Part 1  
 Planning the Title-Part 2  
 Creating and Testing the Title  
 Understanding Multimedia Design Guidelines  
 Designing for Interactivity  
 Understanding Interactive Design Guidelines  
 Designing Multimedia for the Web  
 Issue: Online Privacy: Is Consumer Feedback Worth the Price?  
 Expand the Ideas  
 End of Unit Exercises  
 Independent Challenges  
 Visual Workshop  
 Unit F Management and Distribution of Multimedia Titles  
 Deciding Who Should Develop the Multimedia Title  
 Outsourcing Multimedia Titles  
 Understanding Project Management: Planning the Project  
 Understanding Project Management: Identifying the Team  
 Understanding Project Management: Organizing the Project  
 Exploring Careers in Multimedia  
 Understanding Mass-Market Distribution of Multimedia Titles  
 Exploring Online Distribution of Multimedia Titles  
 Issue: How to Market Multimedia Titles  
 Expand the Ideas  
 End of Unit Exercises  
 Independent Challenges  
 Visual Workshop  
 Unit G Case Study: Incorporating Multimedia into a Web site  
 Working with HTML  
 Planning the Web Site  
 Creating the Home Page  
 Creating a Child Page  
 Creating Additional Pages  
 Linking Web Pages using Text  
 Linking Web Pages using Graphics  
 Adding Animation to Web Pages  
 Adding Sound and video to Web Pages  
 Creating External Links  
 Adding JavaScript to a Web Page  
 Enhancing a Web Page  
 End of Unit Exercises  
 Skills Review  
 Independent Challenges  
 Visual Workshop  
 Unit H Case Study: Using Macromedia Director  
 Planning the Movie  
 Understanding Director  
 Getting Started with Director  
 Setting Movie Properties and Using the Tool Palette  
 Assembling the Cast  
 Playing the Movie  
 Animating the Movie  
 Creating Scripts in Lingo  
 Adding a Second Animation  
 Creating Interactivity with Buttons  
 Adding Sound  
 Distributing the Movie  
 End of Unit Exercises  
 Skill Review  
 Independent Challenges  
 Visual Workshop  
 Project Files  
 Glossary  
 Index

## 章节摘录

插图：Reading large amounts of text on a computer screen is tedious and tiring, both physically and mentally. Placing a book on a CD with some multimedia elements such as sound and expecting the user to read it "from cover to cover" is not a good use of multimedia. Developing interactive books in which the user becomes an active participant and can make choices that influence the storyline and outcome, however, can be effective. Similarly, multimedia reference titles can contain a great deal of text. But, by allowing the user control over the content and by adding other elements ( such as animation, sound, and video ) , multimedia developers can overcome the drawbacks of text-intensive pages. Is video an appropriate use of multimedia ?

First, simply watching a movie or any digitized video from beginning to end is not multimedia. In fact, using video inappropriately can be damaging rather than advantageous. Consider one company that wanted to showcase its high-tech image by sending out invitations to an upcoming conference on CDs. The content of the CD consisted of a well-developed video about the company, which included interviews, product demos, future plans, financial data, and so forth. Using a video for promotional purposes may have seemed like a good idea, but the result was a ten-minute video that played in a small window on a computer screen with poor resolution and no user control. Before developing and distributing this title, the company should have asked the following questions: How many potential conference attendees will have multimedia computer playback systems ?

Will the user want to watch ten minutes of video on a computer screen ?

Will the user be impressed with the company's attempt at creating a "high-tech" image ?

A better approach would have been to design the CD content to play well on low-end user playback systems and to allow the user to choose from a menu what content to view. The menu might have included links to company background information, interviews, product demonstrations, and other options. After selecting a menu option, the user would see a short video clip associated with the menu choice. This approach would have permitted the user some control over the content of the video. As a multimedia developer, you must always be up on the most recent "bells and whistles." But before incorporating them into a title, you must also ask: Should I use these multimedia elements ?

Are these elements appropriate in this title ?

Do these elements help us meet the title objectives ?

## <<多媒体技术概论>>

### 编辑推荐

《多媒体技术概论》为高等教育出版社出版。

<<多媒体技术概论>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>