

THIRD FOITION

Multimedia Literacy

THIRD EDITION

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University of Delaware



McGraw-Hill Higher Education

A Division of The McGraw-Hill Companies

MULTIMEDIA LITERACY

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This book is printed on acid-free paper.

domestic 1 2 3 4 5 6 7 8 9 0 QPD/QPD 0 9 8 7 6 5 4 3 2 1 0 international 1 2 3 4 5 6 7 8 9 0 QPD/QPD 0 9 8 7 6 5 4 3 2 1 0

ISBN 0-07-365998-3

Publisher: David Kendric Brake

Senior sponsoring editor: Jodi McPherson Editorial coordinator: Alexandra Arnold Senior marketing manager: Jeff Parr Project manager: Kelly L. Delso

Production supervisor: Michael R. McCormick

Senior designer: *Matthew Baldwin*Supplement coordinator: *Susan Lombardi*Media technology producer: *David Barrick*

Cover and interior design: Gary Palmatier, Ideas to Images

Compositor: Robaire Ream, Ideas to Images Typefaces: 10/12 Minion (text), Myriad (display) Printer: Quebecor Printing Book Group/Dubuque

Library of Congress Cataloging-in-Publication Data

Hofstetter, Fred T. (Fred Thomas), 1949– Multimedia literacy / by Fred T. Hofstetter.— 3rd ed. p. cm. Includes bibliographical references and index. ISBN 0-07-365998-3 (softcover: alk. paper)

1. Multimedia systems. 2. Computer literacy. I. Title.

QA76.575. H645 2001 006.7—dc21

00-027779

INTERNATIONAL EDITION ISBN 0-07-116420-0

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The International Edition is not available in North America.

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Dedication To JoAnn Balingit, for your eyes.

Introduction

XXIII

	Information Technology at McGraw-Hill/Irwin xxix	
PART ONE	Understanding Multimedia	1
Chapter 1	Definitions	2
	What Is Multimedia? 2 Why Is Multimedia Important? 3	
	How Fast Is Multimedia Growing? 4	
	How Is Multimedia Changing the World? 6 Mergers and Alliances 6 Telecommuting 6 Home Shopping 7 Business and Advertising 8 Electronic Publishing 8 Teaching and Learning 9 Mass Media 9	
	Who Needs to Know About Multimedia? 9	
	What Is a Multimedia PC? 10 RAM and MB 10 Processor and MHz 10 Hard Drive 10 CD-ROM 10 DVD 12 8-Bit and 16-Bit Sound 12 Synthesizer, Wavetable, and MIDI Playback 12 MPEG 12	
	What Is the Internet? 13	
	What Is the World Wide Web? 14	

Chapter 2	Taxonomy of Multimedia Objects	16
	Text 16 Printed Text 16 Scanned Text 16 Electronic Text 18 Hypertext 18	
	Graphics 18 Bitmaps 18 Vector Images 19 Clip Art 19 Digitized Pictures 20 Hyperpictures 21	
	Sound 22 Waveform Audio 22 MIDI 23 Audio CD 23 CD Plus, CD Extra, and Enhanced CD 23 MP3 23 Hyperaudio 24	
	Video 24 Live Video Feeds 24 Videotape 24 Videodisc 25 Digital Video 25 DVD 25 Hypervideo 26	
	Animation 26 Frame Animation 26 Vector Animation 26 Computational Animation 26 Morphing 26	
	Software and Data 27 Finding Multimedia Resources on the World Wide Web 27	
PART TWO	Survey of Multimedia Applications	29
Chapter 3	Business and Industry	30
	Interactive Multimedia Merchandising 30 Merchandising Kiosks 30 Video Merchandising 31 Virtual Shopping 31 Comparison Shopping 32 Videoconferencing 33	
	Multimedia Travel Systems 34 Financial Services 34	

viii Contents

	Real Estate 35	
	Corporate Training 35	
	Mass Market Applications 36	
	Day Trading 38	
Chapter 4	Education	39
·	Cognitive Versus Behavioral Psychology 40	
	Art 42	
	Biology 44 Animals 44 Dissection 45 Genetics and Heredity 45 Cell Biology 45	
	Chemistry 46	
	Civics 48	
	Economics 48	
	Foreign Languages 49	
	Geography 51	
	History 53 History Textbooks on CD-ROM 53 Multimedia History Titles 54 Wars 54 The Assassination of J.F.K. 55 Internet Resources for Historians 56	
	Mathematics 56	
	Music 57	
	Physics 59	
	Science 60	
	Elementary Education 62	
	Reading and Writing 63	
Chapter 5	Entertainment	67
	Cinema 67 Morphing 67 Superimposition 69 Animation 69 Digital Recasting 71	
	Video Games 71	
	Interactive Movies 72	
	Virtual Reality 72	

Chapter 6	Government and Politics	76
	Public Service Kiosks 77	
	Electronic Town Meetings 78	
	Internet and the National Information Superhighways 79	
	Safeguarding National Interests 79	
	Warfare 79	
	Olympic Bidding 80	
	Politics 82	
	Virtual Campaigning 82	
	FinanceNet 82	
	Small-Business Assistance 83	
	Patent Searches 83	
	Internal Revenue Service 83	
Chapter 7	Medicine & Nursing	84
	Medical Training 84	
	Anatomy and Physiology 85	
	Virtual Surgery 86	
	Videoconferencing Network 87	
	Online Resources 88	
Chapter 8	Encyclopedic Resources	90
	Encyclopedias on CD and DVD 90	
	Online Encyclopedias 93	
	Internet Resources 93 Library of Congress 93 Smithsonian Institution 94 Musée du Louvre 94	
Chapter 9	Application Development Packages	96
	Presentation Packages 96 PowerPoint 97 Harvard Graphics 98	
	Hypermedia Programs 98 HyperCard 98 HyperStudio 99	
	Animation and Multimedia Sequencing 99 Premiere 99 3D Studio 100 Director 100	

101

Microsoft FrontPage and FrontPage Express 103

103

Authoring Systems

Authorware 101 Toolbook 102

Web Page Creation Tools

Microsoft Word 103

Netscape Composer 103

	Microsoft PowerPoint 104 Bringing Web Pages to Life 104	
	Instructional Management Systems 105	
PART THRE	Selecting Multimedia Hardware	107
Chapter 10	Competing Multimedia Standards	108
	Multi Multimedia 109 Microsoft's MCI 109 Apple's QuickTime 110 Sun's Java and Jini 110 Sony's PlayStation 111	
	Coping with Multi Multimedia 112	
Chapter 11	Multimedia Computer Components	113
	System Unit 113 Central Processor 113 RAM 114 Color Display 114 Pointing Device 114 Expansion Ports and Slots 114	
	Multimedia Accessories 116 CD-ROM 116 DVD 116 Digital Audio 116 Audio Speakers 117 Graphics Accelerator 117 Video Overlay 118 TV Tuner 119 MIDI 119 MPEG 119	
	Multimedia Read/Write Storage 119 Hard Disk Drive 119 Iomega Zip Disk and Jaz Disk 120 Recordable CD-ROM 120 Recordable DVD 120	

	Communication Options 120 Telephone Modems 120 ISDN 121 DSL Modems 121 Network Cards 122 Cable Modems 122	
	Auxiliary Input 122 Handheld Scanners 123 Flatbed Scanners 123 Page-Fed Scanners 123 Slide Scanners 123 Digital Cameras 123 Snappy 124 Videoconferencing Cameras and WebCams 124	
	Computer Projectors 124	
Chapter 12	Printers 125 Multimedia Computer Buyer's Checklists	126
	Low-Budget System 126 System Unit 126 Multimedia Accessories 126 Read/Write Storage 127 Communication Options 127 Printer 127	
	Midrange System 127 System Unit 127 Multimedia Accessories 127 Read/Write Storage 127 Communication Options 128 Auxiliary Input 128 Printer 128	
	High-End System 128 System Unit 128 Multimedia Accessories 128 Read/Write Storage 129 Communication Options 129 Auxiliary Input 129 Printer 129	
	How to Get the Best Buy 129	
Chapter 13	Configuring a Multimedia Computer	131
	Integrating 131 Switching 132 Mixing 133	

xii Contents

PART FOUR	Looking Into the Future of Multimedia	135
Chapter 14	Multimedia Frontiers	136
1	Electronic Publishing 136	
	The Information Superhighway 137	
	Rural Datafication 138	
	Virtual Reality 138	
	Appliance-based Computing 139	
Chapter 15	Emerging Technology	140
'	Digital Video 140	
	HDTV 141	
	Intercasting in TV's Vertical-Blanking Interval 142	
	Holography 142	
	Pen Computing 142	
	Speech Recognition 143	
	Internet Phone Services 143	
	Wireless Communications 143	
	Knowbots 144	
	Multimedia 145	
	Multimedia 143	
Chapter 16	Societal Issues	146
	Human Impact 146 Violence and Game Addiction 146 Sex 147 Pornography and Obscenity 147 Multi-User Domains 148 Internet Addiction Disorder 149	
	Regulation 149	
	Privacy 150 Encryption and the Clipper Chip 151 Censorship 151 Violence and the V-Chip 152 Protectionism 152 Internet Taxes 153	
	Multimedia and the Law 153	
	Patents 153 Copyright 155 Fair Use 156 The Digital Millennium Copyright Act 157 Ethics 158	
	Equity, Cost, and Universal Access 158	

Contents xiii

	Multimedia Careers 159 Bandwidth 160 Internet2 160	
Chapter 17	How to Keep Up	162
·	Listservs 162	
	Web Sites 163 NewMedia.com 163 CNET (www.CNET.com) 163 TERC (www.terc.edu) 163	
	Printed Journals and Magazines 164	
	Internet World 164 T.H.E. Journal 164 Technology & Learning 165 Wired 165 Syllabus 165 Presenting Communications 165 Cinefex 165	
	Catalogs 166	
	Computer Shopper 166 Multimedia Compendium 166	
	Professional Associations 166	
	AECT 166 SALT 167	
	Conferences and Exhibits 167 INFOCOMM 167 COMDEX 167 CeBIT 167 ED-MEDIA 168 NAB 168 NECC 168	
PART FIVE	Multimedia Tools and Techniques	169
Chapter 18	Screen Design Principles	170
	Layout 170	
	Font Selection 172	
	Text Sizing 173	
	Foreground Versus Background Colors 174	
	Placing Text on Photographic Backgrounds 174	
	Arranging Text and Pictures on the Screen 175	
	User Friendliness 175	
	Metaphors 175	
	Adopting a Common Look and Feel 176	

xiv

Chapter 19	Creating Applications with PowerPoint	177
	Making a File Folder to Contain the Application 177	
	Starting Up PowerPoint 179 Getting Used to the PowerPoint Window 179 The PowerPoint Toolbars and Menus 181	
	Making Sense of IntelliSense 181	
	Creating a New Presentation with PowerPoint 182	
	Creating a Presentation with the AutoContent Wizard Creating a Presentation from a Template 183 Creating a Presentation from an Outline 184 Stopping PowerPoint 185 Saving Your Application 185	
	Getting Help 186 Asking the Office Assistant for Help 186 Using the PowerPoint Help Window 186	
Chapter 20	WYSIWYG Text Editing	188
	Creating a Blank Presentation 188	
	Entering Text 189	
	Saving the Presentation 190	
	Positioning Text 191	
	Finding the Formatting Toolbar 191	
	Sizing Text 192	
	Aligning and Centering Text 193	
	Bolding Text 193	
	Italicizing Text 193	
	Underlining Text 194	
	Selecting Fonts 194 Superscripts and Subscripts 195 Embossing and Shadowing 195	
	Coloring Text 195	
	Changing the Background Color 196	
	Inserting More Text Boxes 197	
	Background Fill Colors and Effects 198	
	Undo and Redo 199	
	Bulleted Text and Numbered Text 199 Formatting Bullets and Numbers 200	

	Using the Clipboard to Copy and Paste Text 200	
	Inserting Special Symbols 200	
	Editing Text in the Outline View 201	
	Correcting Mistakes 201 AutoCorrect 202 Spell Checking 202 Find and Replace 202	
	Using the Format Painter 202	
Chapter 21	Graphics	204
	Creating a New Screen 204	
	Inserting Clip Art 205	
	Sizing and Positioning Graphics 206	
	Inserting an Image File 207 Linking to an Image File 208	
	Finding More Clip Art Online 209	
	AutoShapes 210	
	WordArt 211	
	Drawing On-Screen During a Show 211	
Chapter 22	Manipulating Objects	213
	Borders 214	
	3-D Effects 215	
	Align and Distribute 216	
	Flip and Rotate 217	
	Size and Scale 217	
	Text Objects 218 Anchor 218 Internal Margin 218 Word Wrap 219	
	Graphics Objects 219 Brightness and Contrast 219 Image Control 220 Set Transparent Color 220 Crop 221	
	Group and Ungroup 221	
	Stacking Order 222	
	Deleting Objects 223	

xvi Contents

Chapter 23	Triggers and Hyperlinks	224
	Hypertext 224	
	Hyperpictures 226	
	Editing and Removing Links 226	
	Action Buttons 227	
	Applications as Objects 228	
	Adding a Default Sound to a Hyperlink 229	
	Adding a Custom Sound to a Hyperlink 230	
Chapter 24	Multimedia Effects	231
·	Transition Effects 232	
	Slide Transitions 232	
	Transitional Sound Effects 233	
	Animation Effects 233 Preset Animations 233	
	Custom Animations 234	
	Animating Images 237 Coordinating Multiple Animations 237	
	Audio Clips 237	
	Inserting Sound Files from the Clip Gallery 237 Inserting Other Sound Files 238	
	Movie Clips 239	
	Inserting Movie Files 239 Movie Effects 239	
	Animated GIF Images 240	
	Audio CD 241	
Chapter 25	Waveform Audio Recording	243
	Preparing to Make Your First Waveform Audio Recording 24	13
	Making Your First Recording 245 Checking Record Levels 246	
	Recording Narrations 246	
	Ambient Sound 248	
	Adding Custom Sound to a Hyperlink 248	
	Waveform Audio Recording and Editing 249	
	Editing Waveform Audio Recordings 251 Adjusting the Quality of Waveform Audio Recordings 251 Bandwidth Considerations 253	

Contents xvii

PART SIX	Creating a Multimedia Application	255
Chapter 26	The History of Flight Picture Menu	256
,	Creating the Home Screen 257	
	Titling the Home Screen 257	
	Entering the Subtitle 258	
	Entering the Rest of the Text 258	
	Arranging the Text 258	
	Creating the Ambient Sound 259	
Chapter 27	1920s Barnstorming	260
	Creating the Biplane Screen 260	
	Titling the Biplane Screen 261	
	Entering the Biplane Text 261	
	Adjusting the Text 261	
	Creating the Ambient Sound 261	
	Linking the Biplane Screen to the Biplane Button 262	
	Triggering the Link 264	
	Creating the Movie Screen 264	
	Rehearsing the Movie Screen 265	
	Creating a Home Button 265	
	Creating a Back Button 266	
	Rehearsing the Action Buttons 266	
Chapter 28	The Flying Fortress	267
	Creating the Flying Fortress Screen 267	
	Titling the Flying Fortress Screen 268	
	Entering the Flying Fortress Text 268	
	Adjusting the Text 268	
	Creating the Ambient Sound 269	
	Linking the Flying Fortress Screen to the Flying Fortress Button 270	
	Triggering the Link 271	
	Creating the Movie Screen 271	
	Rehearsing the Movie Screen 272	

xviii Contents

	Creating a Home Button 272
	Creating a Back Button 273
	Rehearsing the Action Buttons 273
Chapter 29	The Blue Angels 274
·	Creating the Blue Angels Screen 274
	Titling the Blue Angels Screen 275
	Entering the Blue Angels Text 275
	Adjusting the Text 275
	Creating the Ambient Sound 275
	Linking the Blue Angels Screen to the Blue Angels Button 276
	Triggering the Link 277
	Creating the Movie Screen 277
	Rehearsing the Movie Screen 278
	Creating a Home Button 278
	Creating a Back Button 279
	Rehearsing the Action Buttons 279
Chapter 30	Jumbo Jets 280
	Creating the Jumbo Jet Screen 280
	Titling the Jumbo Jet Screen 280
	Entering the Jumbo Jet Text 280
	Adjusting the Text 281
	Creating the Ambient Sound 281
	Linking the Jumbo Jet Screen to the Jumbo Jet Button 281
	Creating the Movie Screen 281
	Rehearsing the Movie Screen 282
	Creating a Home Button 282
	Creating a Back Button 282
	Rehearsing the Action Buttons 282
	Self-Assessment 282
Chapter 31	Completing and Presenting the Application 283
	Providing a Graceful Way to Exit 283 Creating the Exit Sign 284 Linking the Exit Sign to the End Show Command 284 Testing the Exit Sign 284 Customizing the Navigation 285

285

Presenting a Multimedia Application

Saving the Presentation as a Show 285

Using the Slide Navigator 286 Using the Rehearsal Toolbar 286 Setting Up a Self-Running Application 287 Running a Show with Automatic Timings 288	
Preparing Speaker's Notes and Audience Handouts Printing Speaker's Notes and Audience Handouts 288 Laying Out Speaker's Notes 289 Laying Out Audience Handouts 289	
Practice Makes Perfect 290	
Chapter 32 Hypermedia Design Principles and Techniques	291
Design Paradigms 291 Linear List 292 Menu 292 Hierarchy 293 Network 294 Hybrid 294 Content Definition 296 Storyboarding 296 Scripting 297 Flowcharting 297	
Navigational Metaphors and Icons 298	
Visualizing a Structure 298	
The Systems Approach 302	
PART SEVEN More Multimedia Tools and Techniques	305
Chapter 33 Downloading Multimedia Resources from the Internet	306
Internet Search Engines 307	
How to Do a Yahoo Search 308	
How to Do an Advanced Search with AltaVista 310	
Searching for Pictures, Sounds, and Movies 311	
Downloading Text from the Internet 312	
Downloading Graphics from the Internet 313	
Downloading Audio and Video from the Internet 313 Bibliographic Style for Citing Internet Resources 313	

	Citing Internet Resources in MLA Style 315 Citing Internet Resources in CMS Style 316	
	Fair Use Guidelines for Downloading Internet Resources Downloading 318	,
Chapter 34	Image Capture and Manipulation	320
	Installing the Imaging Software 320 Paint Shop Pro (Windows) 321 Graphic Converter (Macintosh) 322	
	Capturing Images 322	
	Converting Images 324	
	Resizing Images 325	
	Reducing the Color Depth 326	
	Image Special Effects 327	
Chapter 35	Digital Video Recording and Editing	330
•	How Digital Video Works 330	
	Preparing Your Hard Drive 331	
	Recording the Video 331	
	Playing the Video 333	
	Saving and Compressing the Video 334	
	Editing the Video 335	
Chapter 36	Drawing Lines, Arrows, Curves, and Freehand Shapes	338
	Drawing Lines 338	
	Drawing Arrows 339	
	Drawing Curves 340	
	Reshaping a Curve 341	
	Freehand Drawing (Scribbling) 341	
Chapter 37	Slide Masters and Design Templates	343
	Slide Masters 344	
	Design Templates 345	
	Creating Your Own Design Template 346	
Chapter 38	Creating Charts, Graphs, Tables, and Equations	348
	Creating Charts and Graphs 349	
	Choosing a Type of Chart Appropriate to Your Data 350	

Contents xxi

352

352

351

Importing a File to Create a Chart

Inserting a Table Drawing a Table

	Inserting Equations 354	
	Editing an Equation 354	
	Object Linking and Embedding 354	
	Animating Charts, Tables, Graphs, and OLE Objects 355	
PART EIGHT	Distributing Multimedia Applications	359
Chapter 39	Publishing on Disks with the Pack and Go Wizard	360
·	Packing an Application Onto Diskettes 361	
	Distributing Diskettes to End Users 363	
	Publishing on Zip Disks and other High-Capacity Read/Write Disks 364	
	Distributing Zip Disks to End Users 365	
	Publishing on CD-R Drives 366	
	Distributing CDs to End Users 367	
	Setting Presentation Options 367	
	The PowerPoint Viewer 368	
Chapter 40	Publishing a PowerPoint Presentation as a Web Page	369
	Saving a Presentation as a Web Page 369	
	Mounting Published Files on the Web 373 Installing the FTP Software 373 How to Configure a New FTP Connection 374 How to FTP Files to the Web 375 Rehearsing and Troubleshooting Your Web Page 376 Things That Will Not Publish to the Web 377 Netscape Issues 378	
	How to Delete and Rename Files at a Web Site Coping with Case-Sensitive File Servers 379 How to Create New Folders on the Web 380	
Chapter 41	Broadcasting PowerPoint Presentations on the Internet	381
	Preparing a Broadcast 382 Creating the Broadcast File Folder 382 Setting Up and Scheduling the Broadcast 383 Setting the Broadcast Options 384 Scheduling the Broadcast 385	

xxii Contents

	Starting the Broadcast 386					
	Viewing a Presentation Broadcast 387					
	Replaying the Broadcast File 388					
	Rescheduling or Deleting a Presentation Broadcast 389					
	Changing the Lobby Page or Settings for a Scheduled Broadcast 389					
	Tips for Broadcasting 389					
Chapter 42	Collaborating Over the Internet in an Online Meeting 39					
	Holding an Online Meeting 392 The Online Meeting Toolbar 393 Adding Participants to a Meeting in Progress 394 Answering a Call to Join a Meeting 394 Removing a Participant from an Online Meeting 394 Ending or Leaving an Online Meeting 395					
	Collaborating in an Online Meeting 395 Yielding Control to Another Participant 395 Using the Whiteboard 396 Using the Chat Window 396 Sending a Message in Chat 396 Sending a File to All Participants 397					
	Troubleshooting Online Meetings 397					
	Closing Comment 398					
	Glossary 399					
	Bibliography 405					
	Image Credits 408					
	Index 411					

As onetime chairman of Chrysler Corporation, Lee lacocca said, "Lead, follow, or get out of the way."
 So it is with multimedia. Never has an industry grown so quickly or had such an impact on the way we receive, process, and communicate ideas.

This book is designed to teach you about the world of multimedia—how multimedia is changing the world we live in, how to use it effectively, why it became a multibillion-dollar industry so quickly, and the impact it will have on your way of life. This book will also teach you how to tell when someone is using multimedia, how to see through the hype, and most important, how to do it yourself—how to create your own multimedia applications and make them sizzle with effectiveness.

This book defines and teaches the basic skills of multimedia. Skills that will enable you to create beautifully typeset text, full-color pictures, animation, audio commentary, motion video clips, and stereo sound tracks. Skills that let you surf the Internet, download multimedia objects, and create multimedia Web pages. Skills that let you put any word or picture anyplace on your computer screen and make any part of the screen into a trigger that you can link to any object on your computer. When a user selects one of the triggers, the object of the link will appear. This object can be text, a picture, a sound, a movie, an animation, a Web page, or an application on your computer or network.

Think about the power this provides: Once you can display an object on your computer screen and link it to any other object on your computer, you have gained control over all your computer's capabilities. You can have your computer provide you with instant access to every note you ever took, every talk you ever gave, and every slide you ever photographed. You can create an effective presentation that includes instant access to all of your company's information when your boss asks you for a report. You can author a multimedia title and publish it on a CD-ROM or mount it on the World Wide Web. You can broadcast multimedia creations to anyone with a multimedia PC connected to the Internet. Would you like to be able to do some of these things? Then this is the book for you.

Organization

This book has eight parts. The first four are conceptual, dealing with definitions, principles, applications, hardware, future trends, and social issues; the rest of the book is a tutorial, which teaches you how to create multimedia applications and publish them on the World Wide Web. The CD-ROM is full of *Show-Me* movies that will help you master the tutorial. The Web site links to hundreds of Web pages that bring what you read to life through color pictures, stereo sound, animation, demonstrations, and full-motion video clips.

Part One defines multimedia, tells you who uses it for what, describes how it is changing the world, tells you who needs to know about it, and provides a taxonomy of multimedia objects that you can use when creating your own applications.

Part Two deals with multimedia applications. Dozens of full-color screen prints and photos illustrate how multimedia is being used in classrooms, boardrooms, homes, retail stores, just-in-time training, cinema, video arcades, government, and industry. The Web site that accompanies this book links to demonstrations of these applications and the development packages that were used to create them.

Part Three focuses on multimedia hardware. Remember how the VHS and Beta videotape standards competed for market share when home VCRs were invented? There are even more competing multimedia standards today. Part Three tells you what the standards are, recommends a strategy to follow, and provides a checklist of features to look for when buying a multimedia computer.

Part Four looks into the future of multimedia and discusses how it will impact us all. Acknowledging the rapid rate at which the technology is advancing, Part Four describes how you can keep up with this fascinating field, continue to increase your multimedia skills, and help influence future uses of multimedia.

Parts Five through Seven provide you with a multimedia toolkit. Step-by-step tutorials guide you through the creation of text, graphics, sound, and video. You will learn how to manipulate text, import clip art, digitize photographs, draw new pictures, record sound, make CD audio clips, edit digital video, create buttons, and interact with the user. Then you will use these skills to create a multimedia application on the History of Flight.

Part Eight concludes the book with a tutorial on multimedia publishing, providing you with strategies and techniques for distributing your applications.

The book concludes with a glossary that defines the terms a multimedia-literate person should know. The author has coined a new term that combines the words *multimedia* and *literate* into the adjective *multiliterate*, which is what you will be when you finish this book:

mul-ti-lit-er-ate \məl-t $\bar{\mathbf{e}}$ -'li-t $\bar{\mathbf{e}}$ -rət \ adj: understanding the principles of multimedia, its impact on the world, and how to use it for attaining business, professional, educational, and personal objectives.

Interactive CD-ROM Brings the Book to Life

The CD-ROM packaged with this book is known as the *Multilit* CD. The CD is tied to each chapter in the tutorial part of the book and includes:

- Clip art, clip music, and clip video to get you started creating multimedia applications
- Dozens of Show-Me movies teaching you how to use multimedia graphics, sound, and video software
- Show-Me movies also illustrates the step-by-step tutorial that shows you how to create multimedia applications using PowerPoint
- A keynote presentation created with PowerPoint as an example of the kind of application the tutorial will enable you to create

Web Site Links the Book to the Internet

The Web site that accompanies this book is known as the *Multilit* Web site. The Web address of the *Multilit* Web site is

http://www.mhhe.com/cit/hofstetter

There is a corresponding chapter at the Web site for each chapter in the book. The Web site contains:

- Demonstrations of many of the most popular commercial multimedia packages available today
- Links to online clip libraries full of photographs, sound effects, songs, animations, and videos
- Shareware versions of the graphics programs, video tools, and multimedia utilities used in the tutorials
- An electronic version of the chapter titles and goals, with bookmarks taking you to materials to help you reach your goals
- Hundreds of links to more information about stimulating topics raised in the book
- Links to buyer's guides that will help you shop for multimedia computers and accessories

The book, the CD, and the Web site are designed to serve either as a course of instruction that can be used in more formal settings, or for self-study by those learning more informally. The reading level and computer skills required are appropriate for any business professional, teacher, executive, college student, marketing rep, audiovisual professional, or high-school student.

- Chapter 1 illustrates how multimedia impacts everyone's way of life, with charts and graphs that show why it is to anyone's advantage to become multiliterate.
- Chapter 2 provides a taxonomy of multimedia, and the Web site brings the taxonomy to life with multimedia examples in full color with stereo sound, animation, and full-motion video clips.
- Chapters 3 through 8 survey multimedia applications in business, education, entertainment, government, health, and public information. The book provides a comprehensive overview of these applications while the Web site links to demonstrations that allow you to take products for a "test drive" and consider whether you would like to purchase a retail copy.
- Chapter 9 profiles several of the development packages that were used to create these applications. The book explains the purposes of the different packages and provides the Web site links to free trial versions and demonstrations of their features.

One of the most important issues in multimedia is deciding what hardware to buy.

- Chapter 10 reviews the competing multimedia standards and recommends a strategy for coping with the differences in brand-name platforms.
- Chapter 11 presents the components of a multimedia computer.
- Chapter 12 provides a checklist that will come in handy when you buy a multimedia computer.

• Chapter 13 shows you how to configure a multimedia computer so you can minimize its complexity and maximize its versatility.

 The Web site links to individual product Web sites and multimedia buyer's guides that can help you compare and purchase computers and peripherals.

The next four chapters look into the future of multimedia:

- Chapter 14 explores the multimedia frontiers of electronic publishing, fiber-optic superhighways, rural datafication, appliance-based computing, and virtual reality.
- Chapter 15 reviews emerging video, voice, and datacommunication technologies and shows how they are creating a new form of multimedia called telecomputing.
- Chapter 16 addresses the issues raised by the impact multimedia is having on our sensibilities and moralities, questions who is in control, describes the problems multimedia is causing, and suggests what you can do to solve them.
- Chapter 17 offers suggestions for staying abreast of new developments in this fast-paced field and how to contribute your own ideas to the continued evolution of multimedia.

Hands-On Tutorial and Projects

The rest of the book is a hands-on tutorial you complete on your multimedia computer.

- Chapters 18 through 25 cover introductory multimedia tools and techniques. The book provides step-by-step instructions for the tools and techniques that you will use to create multimedia projects.
- The CD includes *Show-Me* movies that you can watch whenever you would like to see a detailed video explanation of one of the step-by-step tutorials.
- Chapters 26 through 32 contain a project in which you will create a simple multimedia application on the History of Flight. You will use multimedia on the CD to make the aircraft come to life with full-color slides, audio clips, and fullmotion video.
- For students with Internet access, Chapter 33 teaches World Wide Web search strategies and shows how to download multimedia objects from the Internet.
- Chapters 34 through 38 present more multimedia tools and techniques, including image manipulation, video editing, advanced drawing, chart making, and designing your own custom style templates.
- The projects culminate in Chapters 39 and 40, where you learn how to distribute applications on CD, on diskettes, or on the World Wide Web.
- As a grand finale, Chapters 41 and 42 teach you how to broadcast presentations live over the Internet and hold online meetings in which you can share your application live with other users on the Internet.

Instructor's Guide

An *Instructor's Guide* accompanies *Multimedia Literacy*. The guide includes suggested course outlines, a test bank, teaching tips, hints for helping students when they encounter difficulties, and strategies for using the text, CD, and Web site in class.

How to Access the Show-Me Movies on the CD-ROM

The CD that comes with this book is known as the *Multilit* CD. The CD is very easy to use on any computer that has a Web browser, such as Microsoft Internet Explorer or Netscape Navigator. Simply insert the CD into your CD or DVD drive. Use the Windows Explorer, My Computer, or Macintosh Finder to locate the file called *index.htm* in the root of the CD. Double-click the *index.htm* file to launch it. The index of movies on the CD will appear on-screen in your computer's Web browser window. Follow the links to watch the movie of your choice.

The movies on the *Multilit* CD will play on any Windows or Macintosh computer with a CD-ROM or DVD drive and either the Microsoft Internet Explorer or Netscape Navigator Web browser. If one or more movies do not play on your computer, install the latest version of the Web browser of your choice from either www.microsoft.com or www.netscape.com. If the movie still does not play, install the latest version of the QuickTime Player from www.apple.com. All of these downloads are free of charge.

Acknowledgments

Creating this book is one of the most exciting projects I have worked on. While researching it I made many new friends, and the brainstorming that ensued inspired new ideas and innovations.

I want to acknowledge and thank all of my students, who continue to teach me a lot.

Pat Fox, Trident Technical College's professor of computer graphics and CD-ROM designer par excellence, produced the *Multilit* CD. She recorded the *Show-Me* movies and created the index that allows users to access the movies from a Web browser. When you try the CD, you will surely agree that Pat is an expert in making hypermedia easy to use.

When Mary Tise enrolled in the Multimedia Literacy course offered at the University of Delaware, she created for her final project a PowerPoint version of the *History of Flight* application. It worked extremely well, demonstrating that PowerPoint had gained the hyperlinking capability needed to base the third edition's tutorial on PowerPoint. I will always be grateful to Mary for pointing the way to this important new direction.

When Becky Merino, Julie Bockrath, and Ann Lenzini took the Multimedia Literacy course, they created PowerPoint versions of the Information Superhighway application and granted permission for the author to include some of their screens on the *Multilit* CD. I'm grateful to Becky, Julie, and Ann for their creativity and resourcefulness.

University of Delaware research professor L. Leon Campbell provided valuable service as the author's "intelligent agent" on the Internet. Almost daily, Leon sent the author information about new media and the Web from his extensive surfing of the network. Leon is a valued friend and colleague.

Caravel Academy teacher Judith Conway and University of Delaware professors Frank Murray, Al Cavalier, and Lou Mosberg contributed to the section on cognitive psychology in Chapter 4. I am grateful for their insight and collegiality.

When Frank Ruggirello worked for McGraw-Hill, he managed the first edition of this book. Rhonda Sands of McGraw-Hill succeeded him and oversaw the production of the second edition. Jodi McPherson followed Rhonda and managed the third edition. I am grateful to Frank, Rhonda, and Jodi for many inspirations and contributions, especially for providing the resources needed to create the *Multilit* CD and the *Multilit* Web site.

Introduction (Introduction)

Finally, the Spring 2000 multimedia class at Trident Technical College spent the semester under the expert tutelage of Pat Fox, working with an early draft of the manuscript to make sure the tutorials worked properly. We will always be grateful to: James All, Corrie Arend, James Ball, Stephanie Butski, David Crossley, Michael Doyle, Elisabeth Gann, Paul Reid Hanna, Robert Hennessee, Rachel Honour, John Klein, Amanda McNeely, Judith Perry, Stephen Place, Billie Rexroad, Crystal Smith, Greg Smith, Vincent Smith, and Laura Stevenson-Wood.

Information Technology at McGraw-Hill/Irwin



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Resources for Instructors

We understand that in today's teaching environment offering a textbook alone is not sufficient to meet the needs of the many instructors who use our books. To teach effectively, instructors must have a full complement of supplemental resources to assist them in every facet of teaching from preparing for class, to conducting a lecture, to assessing students' comprehension. *Multimedia Literacy* offers a complete, fully integrated supplements package and Web site, as described below.

Instructor's Resource Kit

The Instructor's Resource Kit is a CD-ROM, containing the Instructor's Manual in both MS Word and PDF format, Brownstone test generating software, and accompanying

test item files for each chapter. The features of each component of the Instructor's Resource Kit are highlighted below.

- Instructor's Manual: The Instructor's manual contains a list of learning
 objectives, a chapter overview, and a lecture outline for each text chapter. Also
 included are solutions files for all end-of-chapter exercises and recommended
 course outlines. The guide incorporates teaching tips, hints for helping students
 when they encounter difficulties, and strategies for using the text, CD, and Web
 site in class.
- Computerized Test Bank: The *Multimedia Literacy* test bank contains over 500 multiple choice, true/false, fill-in the blank, short answer, and essay questions. Each question will be accompanied by the corresponding correct answer.

Digital Solutions to Help You Manage Your Course

PAGEOUT

PageOut is our Course Web Site Development Center that offers a syllabus page, URL, McGraw-Hill Online Learning Center content, online exercises and quizzes, gradebook, discussion board, and an area for student Web pages.

Available for free with any McGraw-Hill/Irwin product, PageOut requires no prior knowledge of HTML, no long hours of coding, and a way for course coordinators and professors to provide a full-course Web site. PageOut offers a series of templates—simply fill them with your course information and click on one of 16 designs. The process takes under an hour and leaves you with a professionally designed Web site. We'll even get you started with sample Web sites, or enter your syllabus for you! PageOut is so straightforward and intuitive, it's little wonder why over 12,000 college professors are using it.

For more information, visit the PageOut Web site at www.pageout.net.

ONLINE LEARNING CENTERS/WEB SITES

The Online Learning Center (OLC) Web site that accompanies *Multimedia Literacy* is accessible through our Information Technology Supersite at www.mhhe.com/it or at Hofstetter's book site www.mhhe.com/cit/hofstetter. This site provides additional learning and instructional tools to enhance comprehension of the concepts presented in the text. The OLC/Web site is divided into these three areas:

Information Center: Contains information about the text, supplements, and the author.

Instructor Center: Offers downloads and relevant links for professors.

Student Center: Contains chapter objectives, definitions, additional Web links, and statistics pertaining to each text chapter—over 25 links per chapter!

ONLINE COURSES AVAILABLE

Online Learning Centers (OLCs) are your perfect solutions for Internet-based content. Simply put, these Centers are "digital cartridges" that contain a book's pedagogy and supplements. As students read the book, they can go online and take self-grading quizzes or work through interactive exercises. These also provide students appropriate access to lecture materials and other key supplements.

Online Learning Centers can be delivered through any of these platforms:

- McGraw-Hill Learning Architecture (TopClass)
- Blackboard.com
- Ecollege.com (formally Real Education)
- WebCT (a product of Universal Learning Technology)

McGraw-Hill has partnerships with WebCT and Blackboard to make it even easier to take your course online. Now you can have McGraw-Hill content delivered through the leading Internet-based learning tool for higher education.

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Instructor Advantage Instructor Advantage is a special level of service McGraw-Hill offers in conjuction with WebCT designed to help you get up and running with your new course. A **team of specialists** will be immediately available to ensure everything **runs smoothly** through the life of your adoption.

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Technology Connection Seminar Series

McGraw-Hill/Irwin's Technology Connection seminar series offered across the country every year demonstrates the latest technology products and encourages collaboration among teaching professionals.

MS Office 2000 Applications Texts and CDs

McGraw-Hill offers three applications series: The O'Leary Series, The Advantage Series, or The Interactive Computing Series. Each series features its own unique approach to teaching MS Office in order to meet the needs of a variety of students and course goals.

- The *O'Leary Series* features a project-based, step-by-step walk through of applications.
- The *Advantage Series* features a case-based, what, why and how approach to learning applications to enhance critical thinking skills.
- The *Interactive Computing Series* features a visual, two-page spread to provide a more skills-based approach to learning applications.

Each series offers Microsoft® OfficeUser Specialist (MOUS) approved courseware to signify that it has been independently reviewed and approved in complying with the standards of content coverage related to the Microsoft® Exams and Certification Program. For more information on Microsoft's MOUS certification program, please visit Microsoft's Web site at www.microsoft.com/office/traincert/.

Also available for applications are the *Interactive Computing Series* Computer-Based Training CD-ROM tutorials. These CD-ROMs offer a visual, interactive way to develop and apply software skills. The CD-ROM features a unique "skills-concepts-steps" approach, and includes interactive exercises and performance-based assessment. These CD-ROMs are simulated, so there is no need for the actual software package on the computer.

Skills Assessment

McGraw-Hill/Irwin offers two innovative systems to meet your skills assessment needs. These two products are available for use with any of our applications manual series.

ATLAS (Active Technology Learning Assessment System) is one option to consider for an application skills assessment tool from McGraw-Hill. ATLAS allows students to perform tasks while working live within the Microsoft applications environment. ATLAS provides flexibility for you in your course by offering:

- Pre-testing options
- Post-testing options
- Course placement testing
- Diagnostic capabilities to reinforce skills
- Proficiency testing to measure skills
- ATLAS is Web-enabled, customizable, and is available for Microsoft® Office 2000

SimNet (Simulated Network Assessment Product)—SimNet is another option for a skills assessment tool that permits you to test students' software skills in a simulated environment. SimNet is available for Microsoft® Office 97 (deliverable via a network) and Microsoft® Office 2000 (deliverable via a network and the Web). SimNet provides flexibility for you in your course by offering:

- Pre-testing options
- Post-testing options
- Course placement testing
- Diagnostic capabilities to reinforce skills
- Proficiency testing to measure skills

For more information on either skills assessment software, please contact your local sales representative, or visit us at www.mhhe.com/it.

Interactive Companion CD-ROM

This free student CD-ROM, designed for use in class, in the lab, or at home by students and professors alike, includes a collection of interactive tutorial labs that illustrate some of the most popular and difficult concepts in information technology. By combining video, interactive exercises, animation, additional content, and actual "lab" tutorials, we expand the reach and scope of the textbook. The lab titles are listed below:

Available Now:

- Computer Anatomy
- Binary Numbers
- Storage
- E-Mail
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- Learning to Program II
- Network Communications

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- Photo Editing
- Word Processing
- Spreadsheets
- Directories, Folders, Files
- Using Files
- CPU Simulator
- Troubleshooting
- Web Pages and Html
- SQL Queries

PowerWeb

PowerWeb is an exciting new online product available from McGraw-Hill. A nominally priced token grants students access through our Web site to a wealth of resources—all corresponding to computer literacy. Features include an interactive glossary; current events with quizzing, assessment, and measurement options; Web survey; links to related text content; and WWW searching capability via Northern Light, an academic search engine. Visit the PowerWeb site at www.dushkin.com/powerweb.