MULTIMEDIA AND ICT
The learners demonstrate an understanding of how rich media content and interactivity affects and changes the user experience in the delivery and consumption of ICT content.
PERFORMANCE STANDARD

The learners shall be able to:

at the end of the week independently assess one’s experience along a range of online rich content on the basis of the usability of the interface
LEARNING COMPETENCIES

(14) explore the principles of interactivity and rich content in the context of Web 2.0 and the participation of the user in the online experience CS_ICT11/12-ICTPT-IIk-14
CONTENT

- rich content in the online environment and the user experience
- multimedia and interactivity
- Web 2.0, Web 3.0, and user participation in the web
MULTIMEDIA

• integration of multiple forms of media

• includes text, graphics, audio, video

• Example: a presentation involving audio and video clips would be considered a “multimedia presentation”
WHAT IS **MULTIMEDIA** ??

- Many or more than one

- Medium of Communication
TYPES OF RICH AND MULTIMEDIA
VIDEO

• presents moving pictures and typically combines images and sound for a compelling multimedia experience

• some of the most memory-intensive multimedia application
• reinforce the user’s understanding of information presented

• For example, a narration might describe what is being seen in animation clip.
ONLINE GAMES

• developers now create “browser-based games”

https://www.smore.com/11t9w-gamify-your-classroom
ONLINE TESTS

• online survey forms/tests that show results when finished
COURSEWARE

• online courses that simulate the classroom

edmodo
PODCAST

• episodic series of audio or text files streamed online

https://www.teachthought.com/education/50-of-the-best-podcasts-for-high-school-students/
VODCAST

- episodic series of video streamed online (e.g. Youtube series)

Interactivity and User Experience
USER EXPERIENCE

• human interaction with the system
• especially in terms of how easy or pleasing it is to use

A USER INTERFACE IS LIKE A JOKE. IF YOU HAVE TO EXPLAIN IT, IT’S NOT THAT GOOD.
INTERACTIVITY

- the ability of a computer to respond to a user’s input
COMPONENTS OF USER EXPERIENCE DESIGN

Holger Maassen (retrieved 16:09, 11 March 2011 (CET)) summarizes these facets with the following questions:

1. Is the application useful for the individual user and his specific task?

2. Is the application usable for the individual user and his specific task?

3. Is the application desirable for the individual user and his specific task?

4. Is the application valuable for the individual user and his specific task?

Peter Morville, in User Experience Design (June 2004) created an frequently reproduced honeycomb model.
5. Is the application accessible? Available to every individual user, regardless of disability?

6. Is the target findable for the individual user and his specific task?

7. Is the application credible for the individual user and his specific task?
“An attractive homepage entices users to view more of the site and creates feelings of interest and initial satisfaction“
APPLICATION

• Conceptualize the interface that you want to create
• This website is going to be an interactive ICT project for social change
• Imagine how would you like to appear and what features do you want to include
• List down the possible combination of features that you will include in developing the website to increase its interactivity
“You don’t understand anything until you learn it more than one way.”

–Marvin Minsky, legendary AI scientist and Turing Award winner
REFERENCES

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• https://www.teachthought.com/education/50-of-the-best-podcasts-for-high-school-students/