

MULTIMEDIA AND ICT

CONTENT STANDARD

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

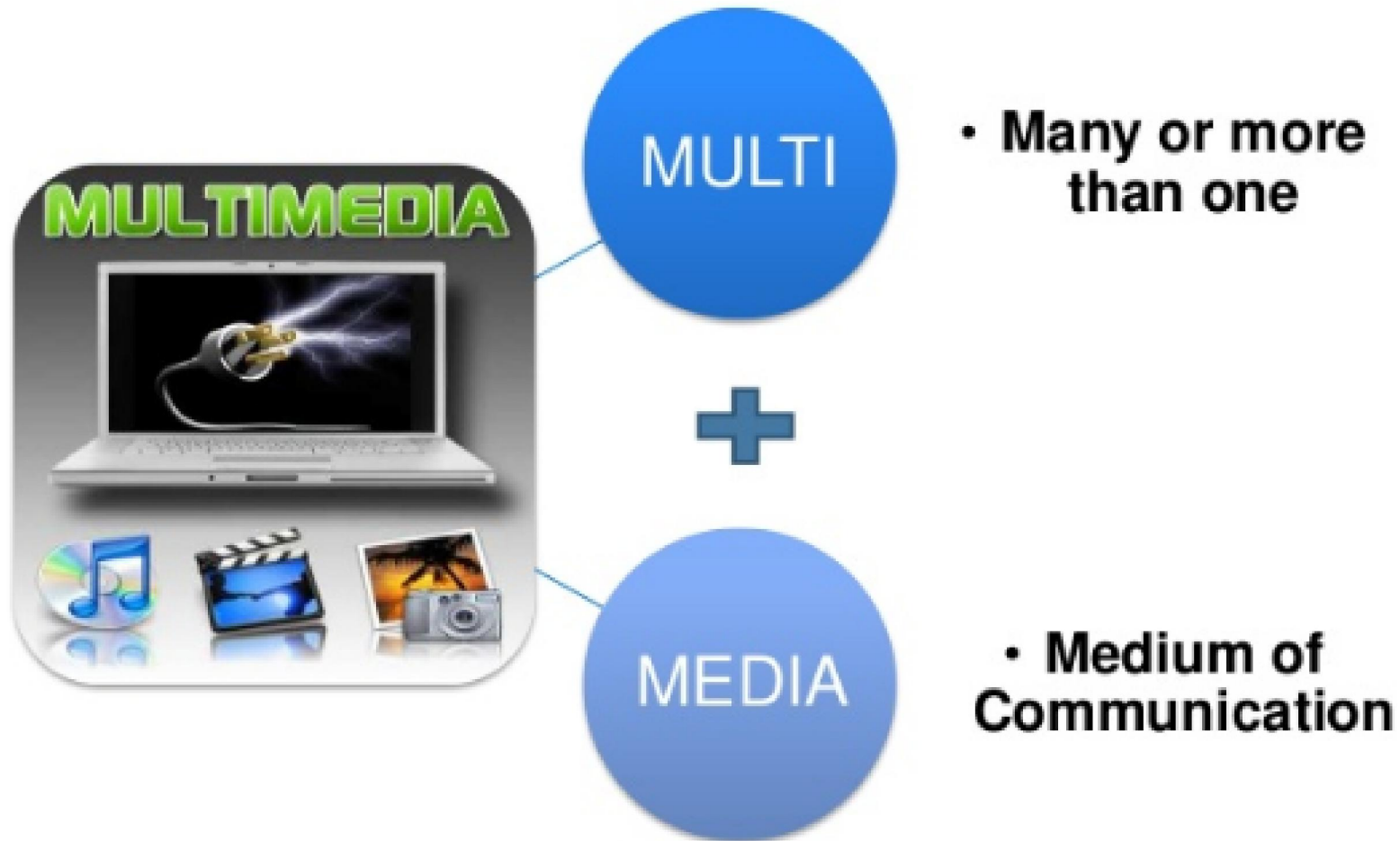
- rich content in the online environment and the user experience
- multimedia and interactivity
- Web 2.0, Web 3.0, and user participation in the web

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 ??





TYPES OF RICH AND MULTIMEDIA

VIDEO



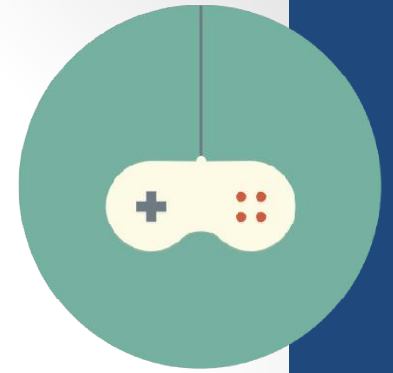
- presents moving pictures and typically combines images and sound for a compelling multimedia experience
- some of the most memory-intensive multimedia application

AUDIO

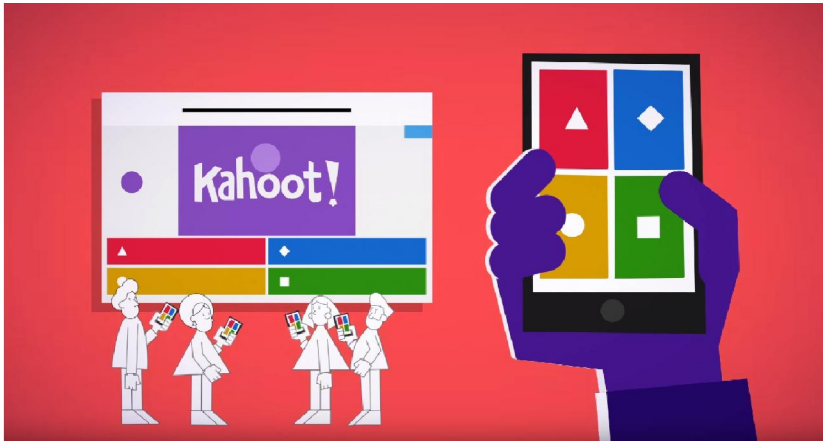


- reinforce the user's understanding of information presented
- For example, a narration might describe what is being seen in animation clip.

ONLINE GAMES



- developers now create “browser-based games”



ONLINE TESTS



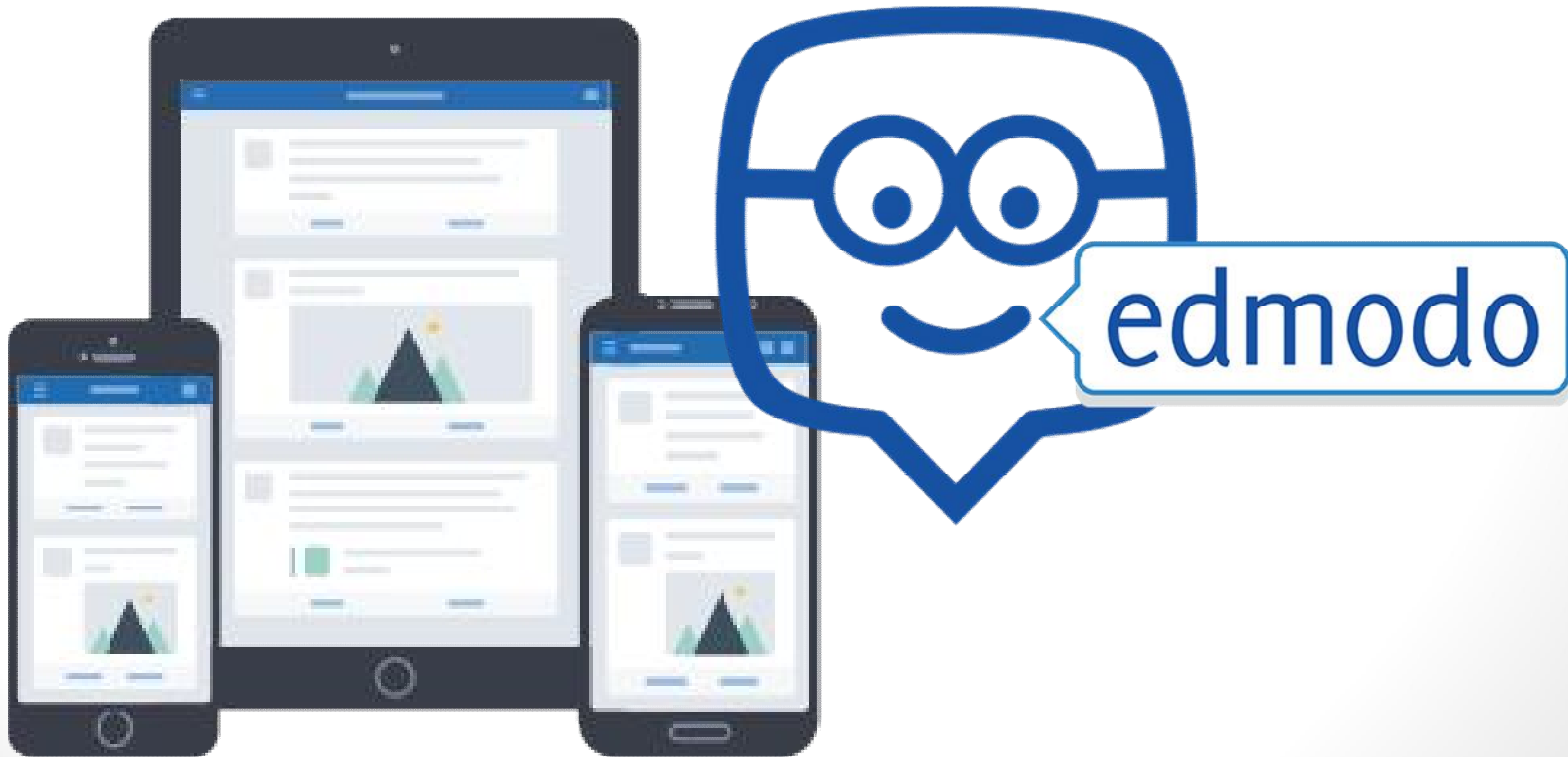
- online survey forms/ tests that show results when finished

A screenshot of an online form builder interface. At the top, there are two tabs: 'QUESTIONS' (active) and 'RESPONSES'. Below the tabs, the title 'Sample Form' is displayed, followed by a 'Form description' field. The main area shows a question being edited: 'Insert a multiple choice question.' Below this, there are four radio button options: 'Option 1', 'Option 2', 'Other...', and 'Add option'. A vertical menu on the right side of the question editor lists various question types: 'Short answer', 'Paragraph', 'Multiple choice', 'Checkboxes' (which is selected with a checkmark), 'Dropdown', 'Linear scale', 'Multiple choice grid', 'Date', and 'Time'. A small icon of a document is visible at the bottom right of the question editor area.

COURSEWARE



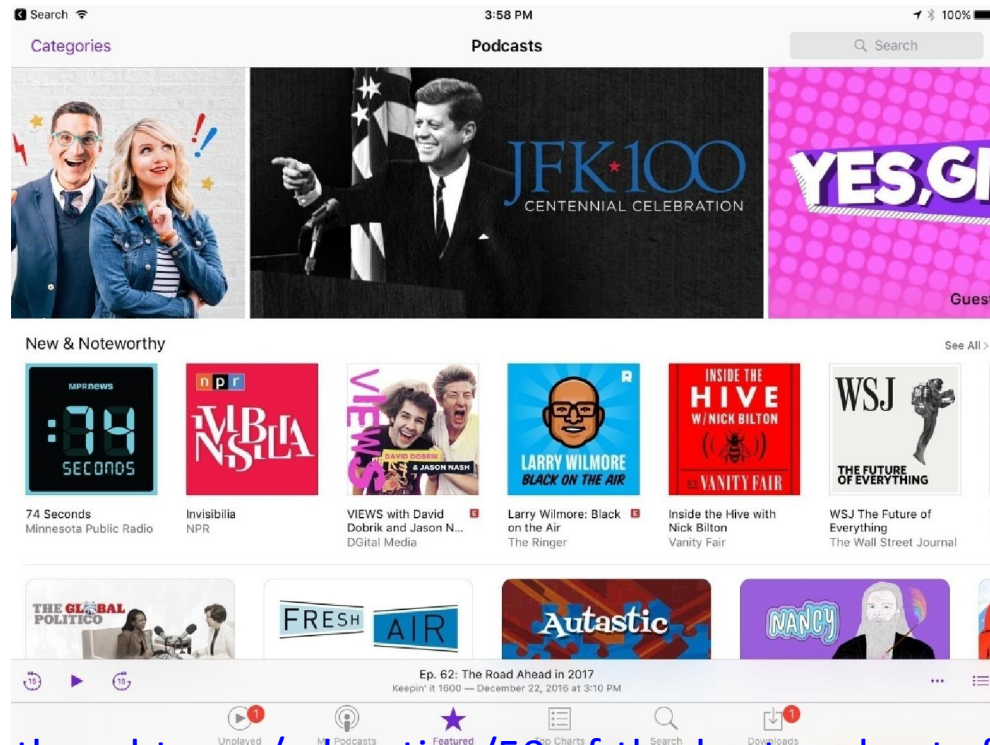
- online courses that simulate the classroom



PODCAST



- episodic series of audio or text files streamed online



VODCAST



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

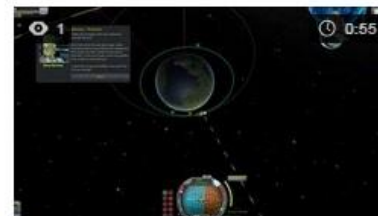
MOST RECENT VIDEOS



Ni No Kuni Night 10
The Illusion of Freedom!
Hillhome 23 hours ago



Online Chise game vs JohnMcLane
Dbacks (7-1) vs Rangers (14-1) 2015
cardinalbird5 23 hours ago

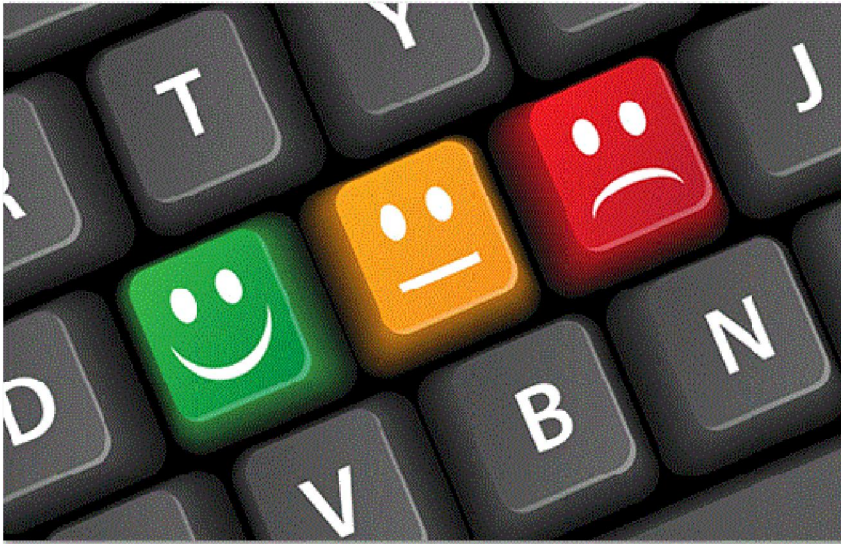


Pretty Lame
At least I amuse myself
sorlac7 a day ago



Interactivity and User Experience

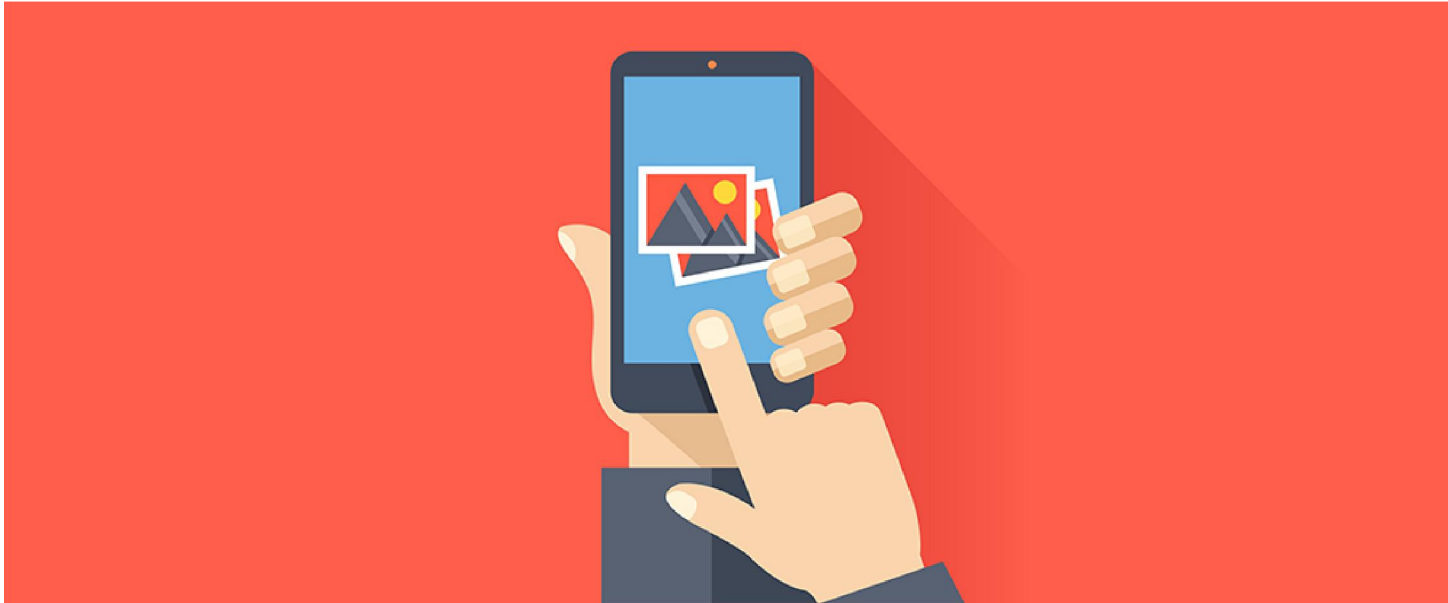
USER EXPERIENCE



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

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

INTERACTIVITY

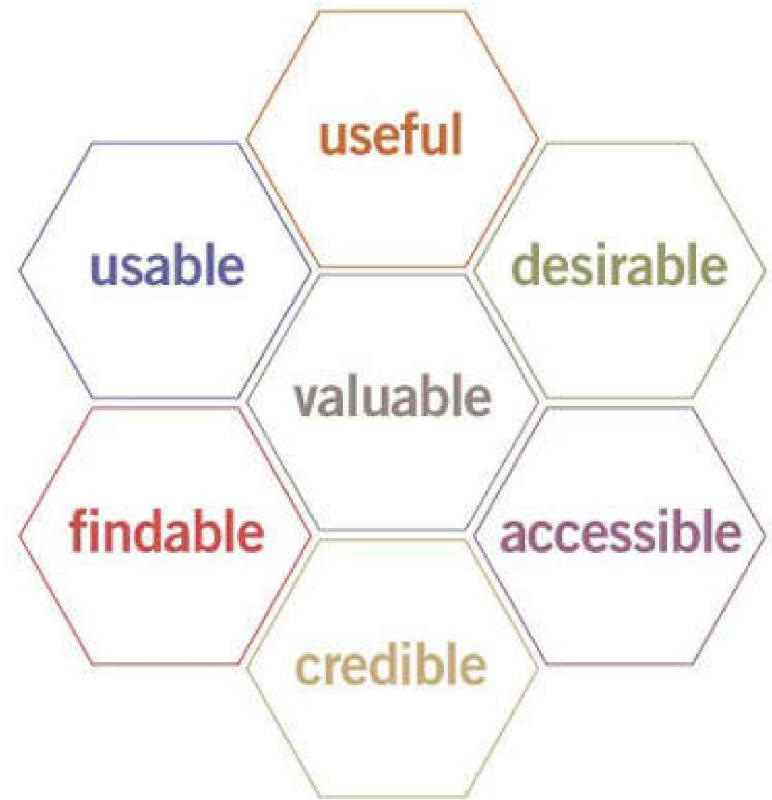


- the ability of a computer to respond to a user's input

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) create an frequently reproduced honeycomb model

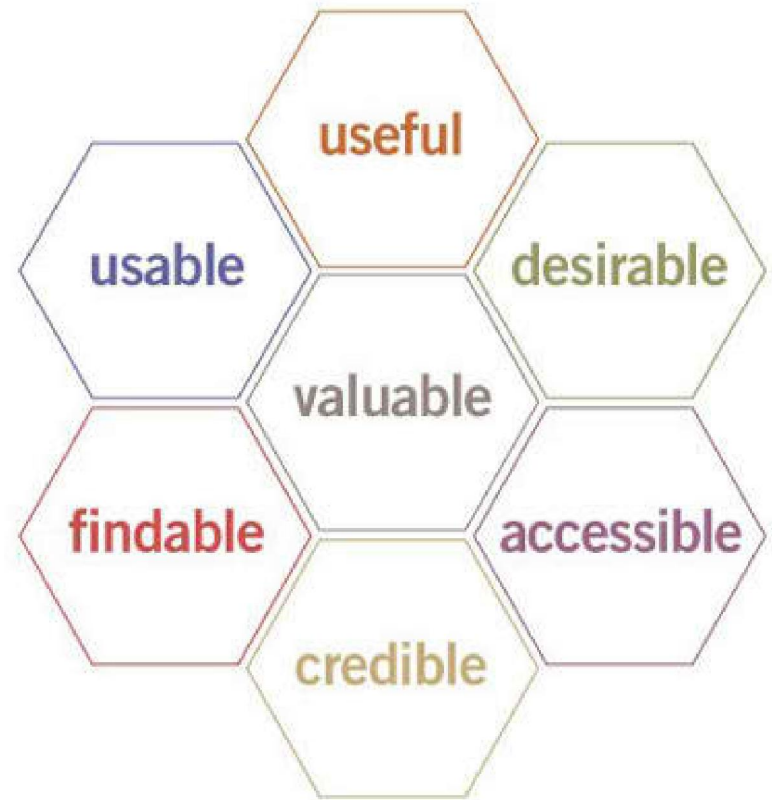
COMPONENTS OF USER EXPERIENCE DESIGN

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

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?



Peter Morville, in [User Experience Design](#) (June 2004) create an frequently reproduced honeycomb model

“ 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

- <https://techterms.com/definition/multimedia>
- <https://www.interaction-design.org/literature/article/the-7-factors-that-influence-user-experience>
- <https://www.teachthought.com/education/50-of-the-best-podcasts-for-high-school-students/>
- [http://opencourses.uoa.gr/modules/document/file.php/ENL10/Instructional%20Package/PDFs/Unit4a PodcastsVodcasts.pdf](http://opencourses.uoa.gr/modules/document/file.php/ENL10/Instructional%20Package/PDFs/Unit4a_PodcastsVodcasts.pdf)