

THE ELEMENTS OF MULTIMEDIA, VIDEO

DEFINITION

- VIDEO IS A SERIES OF FRAMES CONTAINING AND PLAYED BACK AT A FAST RATE.
- A SINGLE FRAME IS A PICTURE WITH A • WHEN SEVERAL FRAMES OF THE SAME PICTURE BUT WITH SLIGHT VARIATION IN THE ACTION, ARE GROUPED TOGETHER AND PLAYED BACK WITHIN A SPECIFIC TIME, THE PICTURE WILL GIVE AN OF
- ANALOGUE VIDEO MUST BE CONVERTED INTO BEFORE IT CAN BE ADDED TO THE MULTIMEDIA PRESENTATION.
- THE PROCESS OF CONVERTING THE VIDEO SIGNAL TO DIGITAL INFORMATION IS CALLED
- VIDEO FILES ARE HUGE BECAUSE THEY CONTAIN BOTH AND • TO CONTROL THE SIZE OF VIDEO FOR THE PRESENTATION, IS A MUST. VIDEO COMPRESSION ALLOWS DIGITAL VIDEO TO BE PLAYED IN A COMPUTER. CODEC (COMPRESSOR/DECOMPRESSOR) IS USED TO COMPRESS AND DECOMPRESS VIDEO DATA.

Type Of video

Analogue video

- VIDEO IS RECORDED INTO
- VIDEO FRAMES ARE INTERLACED
- EG: MOVIES ON VCRS AND LASER DISC

Digital video

- THE OUTPUT IS DIGITIZED BY THE CAMERA INTO A SEQUENCE OF SINGLE FRAMES
- THE VIDEO AND AUDIO DATA ARE COMPRESSED BEFORE BEING WRITTEN TO A OR STORED
- EG: VIDEO CLIPS PLAYING IN A COMPUTER

Purpose Of Video

- VIDEO IS USED TO EVOKE EMOTION (HOPE, HAPPINESS, SADNESS, OR ANY OTHER) IN A PRESENTATION
- VIDEO IS USED TO KEEP THE CAPTIVATED WITH THE PRESENTATION.
- VIDEO IS USED TO CONVEY CONTENT IN THE MOST APPEALING MANNER.

Software

- EXAMPLE OF VIDEO EDITING SOFTWARE
 - CAPCUT
 - WINDOWS MOVIE MAKER
 - CYBERLINK POWERDIRECTOR

Usage Of Video

- VIDEO IS PARTICULARLY USEFUL FOR RECORDING EVENTS OR SITUATIONS WHERE IT WOULD BE TOO DIFFICULT, DANGEROUS, EXPENSIVE OR IMPRACTICAL TO BRING STUDENTS TO SUCH EVENTS. DIGITAL VIDEO IS USEFUL IN FOR SHOWING REAL LIFE OBJECTS.

Advantages Of Video

- VIDEO CAN CAPTIVATE OUR ATTENTION AND HELPS US RETAIN MORE IN OUR MEMORY THAN WITH JUST TEXT AND GRAPHICS.
- CAPABLE OF BRINGING ELEMENTS THAT RESEMBLE ACTUAL SITUATIONS.
- VIDEO HELPS YOU TELL A STORY IN THE MOST VISUALLY ENGAGING WAY POSSIBLE.

