

# IT'S ALL ABOUT 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 SPECIFIC ACTION. 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 MOVEMENT.
- 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 AUDIO AND VIDEO DATA. TO CONTROL THE SIZE OF VIDEO FOR THE PRESENTATION, VIDEO \_\_\_\_\_ IS A MUST.
- VIDEO COMPRESSION ALLOWS DIGITAL VIDEO TO BE PLAYED IN A COMPUTER. CODEC (COMPRESSOR/DECOMPRESSOR) IS USED TO \_\_\_\_\_ AND \_\_\_\_\_ VIDEO DATA.

## TYPE OF VIDEO



### Analogue video

- VIDEO IS RECORDED ONTO MAGNETIC TAPES.
- 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 \_\_\_\_\_ BEFORE BEING WRITTEN TO A TAPE OR DIGITALLY STORED.
- EG: VIDEO CLIPS PLAYING IN A COMPUTER

## SOFTWARE

Example of video editing software :

- CAPCUT
- WINDOWS MOVIE MAKER
- CYBERLINK POWERDIRECTOR



## USAGE OF VIDEO

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

## PURPOSE OF VIDEO

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



## ADVANTAGES OF VIDEO

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