

# MM 225 Midterm Review

## Vocabulary

typeface	multimedia, interactive multimedia
font	serif, sans-serif, ornamental, and novelty typefaces
medium, media	
communication channel	link
authoring tool	
card-based authoring	

## Objectives

Define multimedia and interactive multimedia

Give examples of different channels of communication (*media*).

Describe uses of multimedia in contemporary society.

Discuss the costs and benefits of various communication channels. Describe factors that influence the decision of whether to include various media in a multimedia product.

Describe the skills necessary for producing various media.

Describe the tools—especially software tools—needed to create digital media.

Discuss different sources for media elements, and the advantages and disadvantages of each source (for instance, “make it yourself” and “‘borrow’ from the internet”).

Describe the skills and tools needed to produce an interactive multimedia product.

Outline the process for designing and developing a multimedia product

Describe general guidelines for selecting typefaces to use in multimedia products.

Recognize examples of appropriate and inappropriate usage of type.

Demonstrate understanding of the terminology used in dealing with type.

Describe the purpose of authoring tools in multimedia development.

Differentiate between multimedia *titles* (products) and multimedia *tools*.

Describe user actions that can initiate interaction.

Describe computer responses that can complete an interaction.

Describe the basic features that authoring tools provide (such as screen layout, defining interactions, etc.)

In general, you should be able to exhibit a clear understanding of what a multimedia title is, what it takes (in terms of expertise and tools) to make it, and what the procedure for creating it. You should also be able to discuss the factors involved in selecting which media elements go into the title, and the relative strengths of different types of media. Finally, you should be able to address questions about the basic capabilities of authoring tools based on your experience with Revolution.