



**INTERACTIVE  
MULTIMEDIA  
APPLICATION**

**HAFIDAH BINTI MAHAT**



# **INTERACTIVE MULTIMEDIA APPLICATION**

HAFIDAH BINTI MAHAT

Writer

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# **PREFACE**

**This Interactive Multimedia Application is one of the additional reference sources for all students who take the subject of Interactive Multimedia Application or who are interested in this topic.**

**The uniqueness of this book is displayed in the form of easy-to-understand text in a compact form to make it easier for students and readers to make references. The book is illustrated with pictures related to the topic discussed, with aims to ensure that the students can relate to the real situation.**

**Another advantage of this book is that it provides exercise activities on each sub-topic as a medium for revision. As an added advantage, this book also provides activities to complement the theoretical part they have learned on the topics described in this book.**

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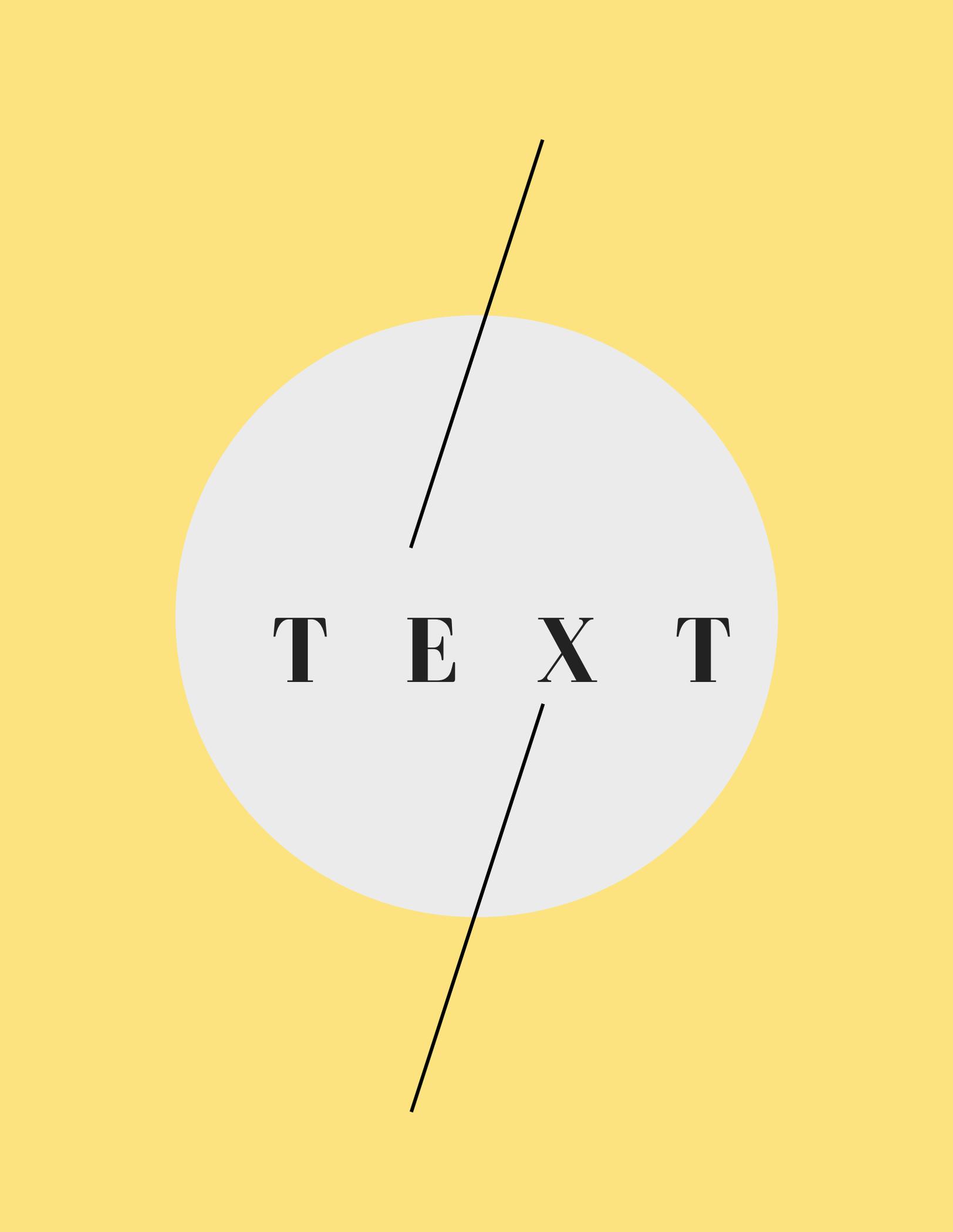
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**T E X T**

# TEXT : What is text ?

- Text is an element used to communicate since ancient times.
- Text is the most fundamental component of multimedia. It entails the use of different text kinds, sizes, colors, and backgrounds.
- Text is the simplest form of multimedia data to store and handle
- Text is the most accessible to us and the most widely viewed.
- When compared to other type of element multimedia , text takes up the least amount of space.
- Text is usually combined with other media element to convey information .

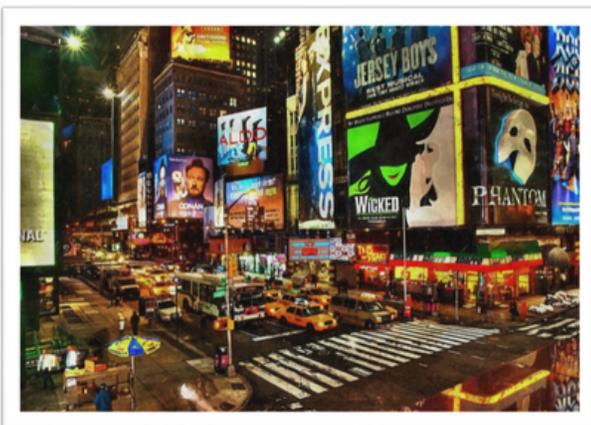
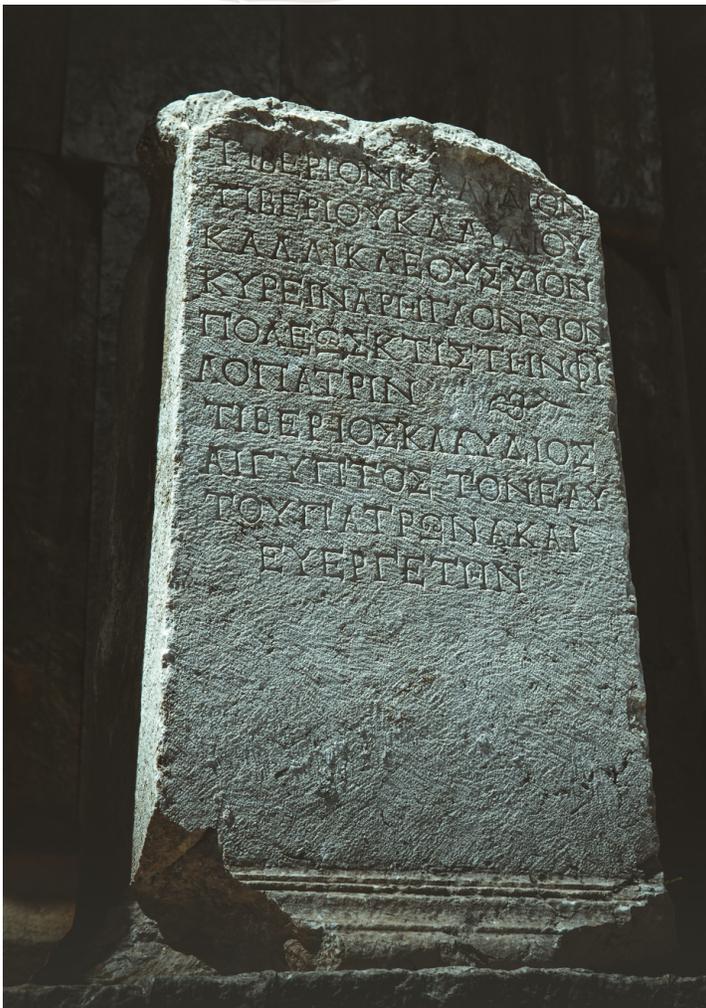


Figure 1 : Text at advertisement board  
(Source : pixabay.com)



Figure 2 : Text at magazine  
(Source : pixabay.com)

# TEXT : History of text



Text is an element used to communicate since ancient times. Text and symbol communication is a relatively new human phenomenon that originated some 6,000 years ago in the Mediterranean Fertile Crescent—Mesopotamia, Egypt, Sumerian, and Babylonia—when the first written texts appeared.

**Figure 3: Text at inscription**  
(Source : *pexel.com*)

# TEXT : Fonts and typefaces

## FONT

A font is a set of characters with the same size and style that belong to the same typeface family.

## TYPEFACES

A typeface is a collection of graphic characters that contains a variety of font sizes and styles.

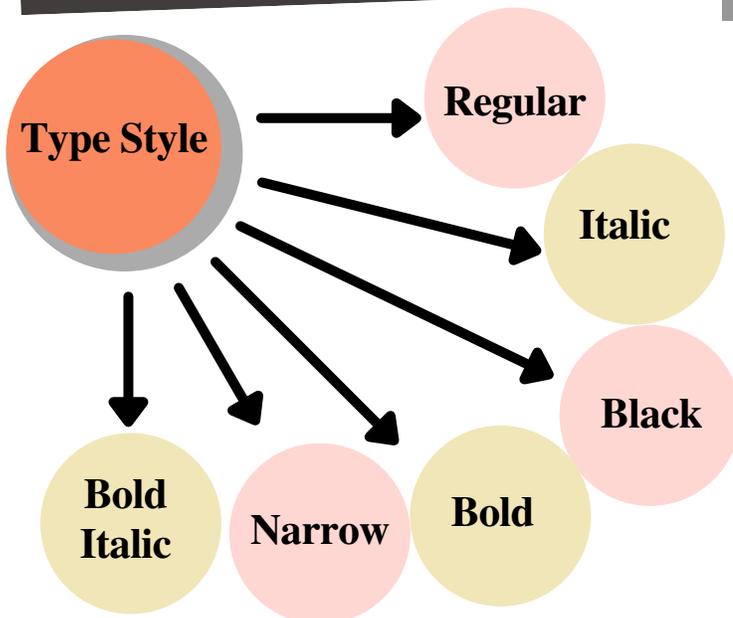
**TYPEFACES**  
(Typefaces is a family of font)

**ARIAL**

**FONT**  
(Is the variation weight and size of typeface)

TYPEFACE	Example
Arial Regular	POLITEKNIK
<i>Arial Italic</i>	<i>POLITEKNIK</i>
<b>Arial Bold Italic</b>	<b><i>POLITEKNIK</i></b>
Arial Narrow Regular	POLITEKNIK
<b>Arial Narrow Bold</b>	<b>POLITEKNIK</b>
<i>Arial Narrow Bold Italic</i>	<i>POLITEKNIK</i>
<b>Arial Black Regular</b>	<b>POLITEKNIK</b>
<b><i>Arial Black Italic</i></b>	<b><i>POLITEKNIK</i></b>

## COMMON STYLES OF TEXT



## TIPS #

Use at least three types of typefaces that are dominant in each design.

Example :

*Terima Kasih*  
**FRONTLINER**

**Atas usaha dan sumbangan.**

# TEXT : Text Anatomy



Figure 4: Text Anatomy

## ASCENDER LINE

An ascender is a part of lowercase letter that extend upwards above the x height.  
ex : d,f,k,b,,h,l and t.

## X-HEIGHT

Distance between lowercase baseline and mean line.

## BASELINE

The baseline is the horizontal line that most letter "sit" on.

## DESCENDER LINE

It is the part of a letter that extends below the baseline.  
ex: g,j,p,q.y

# **TEXT : Type of typefaces**

## **DEFINITION**

**Serif and sans serif are the most basic methods to describe a typeface, it either has or doesn't have a serif (sans is French for "without") . The serif is a decorative element that appears at the end of a letter stroke .**

### **SERIF**

**Serif font use decorative tips or flags at the ends of letter strokes.**

### **SAN SERIF**

**The font doesn't have these features.**

# TEXT : Type of font

## SERIF

Times New Roman  
Bookman  
Rockwell Light  
Courier New  
Century



Figure 5: Example of Serif Font  
(Source : Freepik.com)



Figure 6: Example of San Serif  
(Source : Freepik.com)

## SAN SERIF

Century Gothic  
Arial  
Comic Sans MS  
Impact  
Tahoma

# TEXT :

## Leading

### DEFINITION

Leading is the distance between lines of text. Good use of leading will make the content of the text in the paragraph comfortable to read.

“Orang rindu akan sesuatu sebelum ada padanya, demi bila telah ada, hilanglah kerinduannya, sebab segala isi dunia ini indahny sebelum ada di tangan.”

-HAMKA-

“Orang rindu akan sesuatu sebelum ada padanya, demi bila telah ada, hilanglah kerinduannya, sebab segala isi dunia ini indahny sebelum ada di tangan.”

-HAMKA-

Figure 7: Example of leading in the paragraph.

# TEXT :

## Leading

### HISTORY OF LEADING

In the early days of printing and typesetting all typographies using hand. To adjust the space between the top and below lines so that the design could breathe better, they use a thin strip of lead , and the terminology and principles still remain.

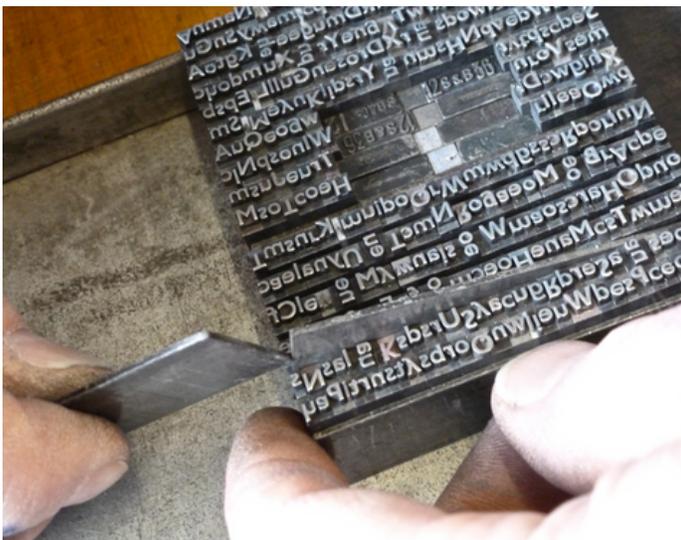


Figure 8: Lead sheets used to space font arrangement  
(Source : [sifoo.com](http://sifoo.com))

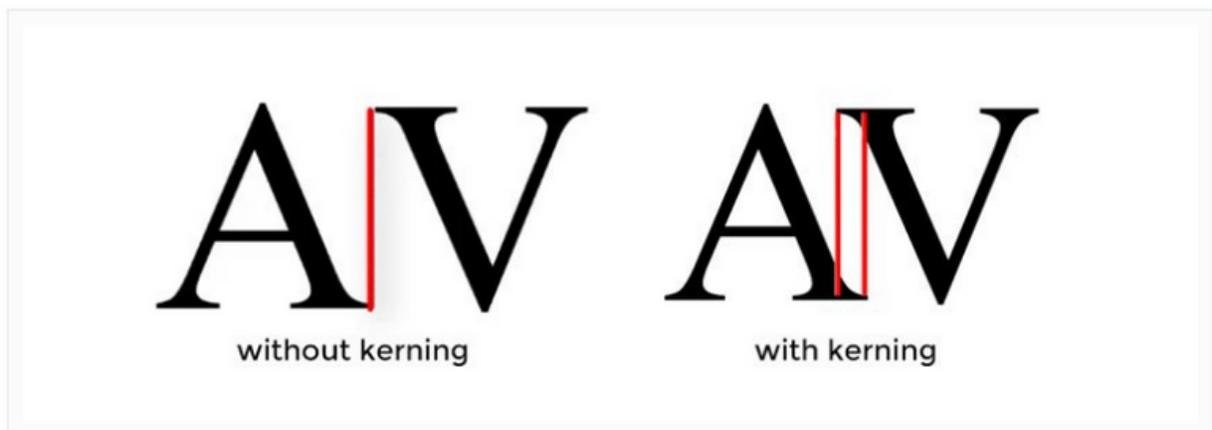


Figure 9: Example metal text  
(Source : [www.shillingtoneducation.com](http://www.shillingtoneducation.com))

# TEXT : Kerning

## DEFINITION

**Kerning is a term and a process of typography. Kerning is not just the measurement between two letters but is also process of manually adjusting space and usually used to adjust space between individual letters. Kerning is best used on logos, headlines and typographic compositions.**



**Figure 10: Example of kerning**  
(Source : [design.tutsplus.com](http://design.tutsplus.com))

# TEXT : Tracking

## DEFINITION

Letter spacing is referred to as "tracking" by typographers. Tracking consistently adjusts letter spacing throughout a range of characters. The visual density of a word, phrase, or paragraph is affected by tracking.

TUMIT TINGGI  
TUMIT TINGGI  
T U M I T T I N G G I

Figure 11: Example of tracking

# **KEY TERM EXERCISE**

**PRACTICE MAKE PERFECT**



# Key Term Exercise

1. A \_\_\_\_\_ is a collection of graphic characters that contains a variety of font sizes and styles.
2. A font is a set of \_\_\_\_\_ with the same \_\_\_\_\_ and \_\_\_\_\_ that belong to the same typeface family.
3. Identify the appropriate typeface group either serif or san serif :

Typeface	Serif / San serif
Garamond	
Elephant	
Baskerville	
Perpetua	
Helvetica	

# Key Term Exercise

4. Identify the typeface type for the logo below **serif** or **san serif**.

**NETFLIX**



.....



**SONY**

.....

**astro**



.....



**HONDA**

.....

**TIFFANY & Co.**



.....



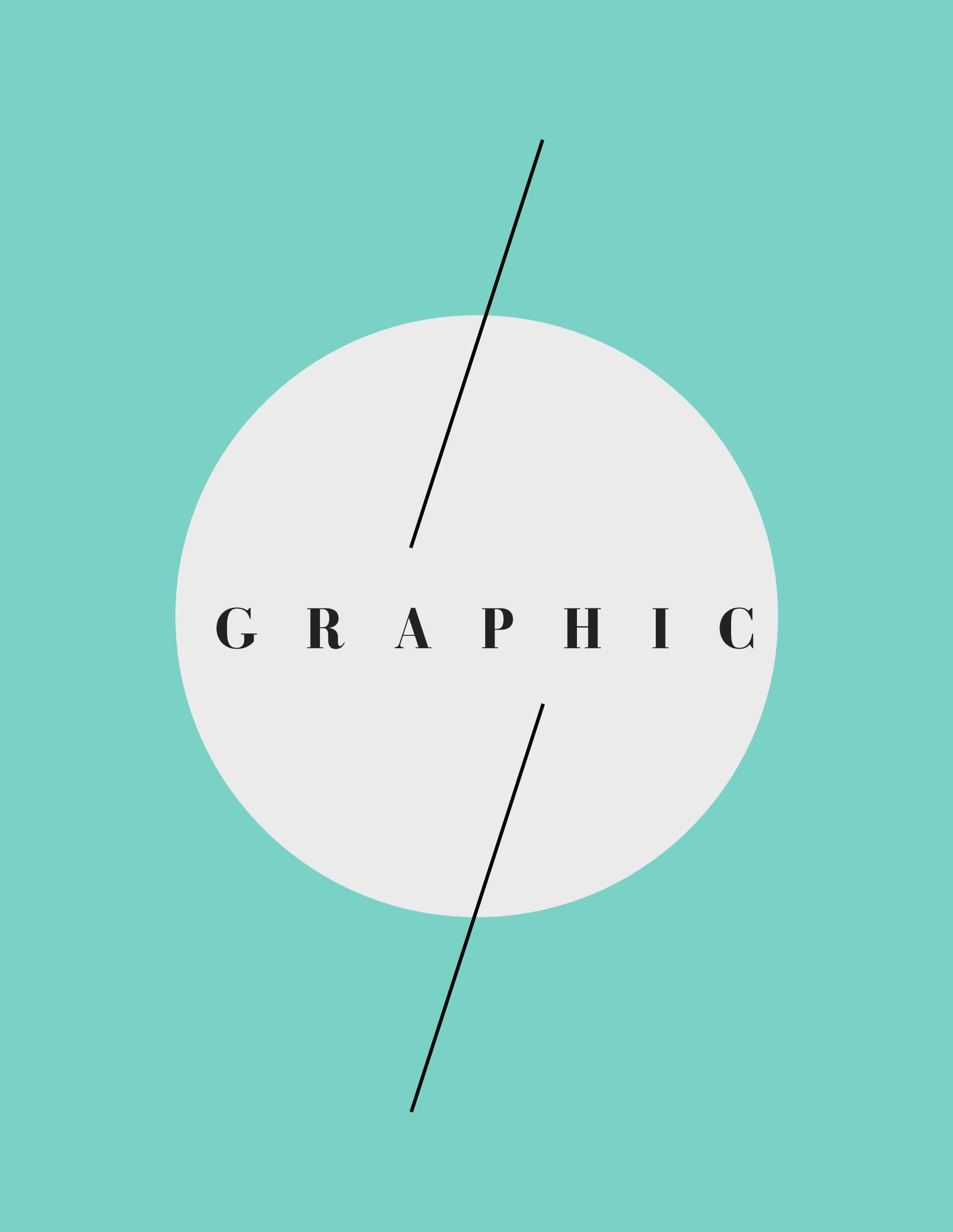
**Google**

.....

**Spotify**<sup>®</sup>



.....



**G R A P H I C**

# GRAPHIC : What is graphic?

## DEFINITION

A graphic is an image or visual sketch of an object on a certain type of surface, for example a wall, canvas, stone, paper or digital screen.



Figure 12: Graphic at wall

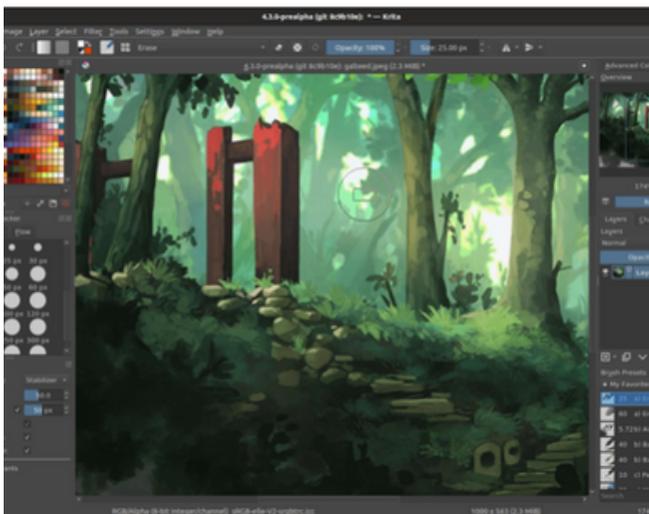


Figure 13: Graphic at digital screen  
(Source :krita.org)

## COMPUTER GRAPHIC

Computer graphics are computer-generated images and films. Multimedia material combines many types of content such as text, audio, photos, animations, video, and interactive content.

# GRAPHIC : What is graphic?

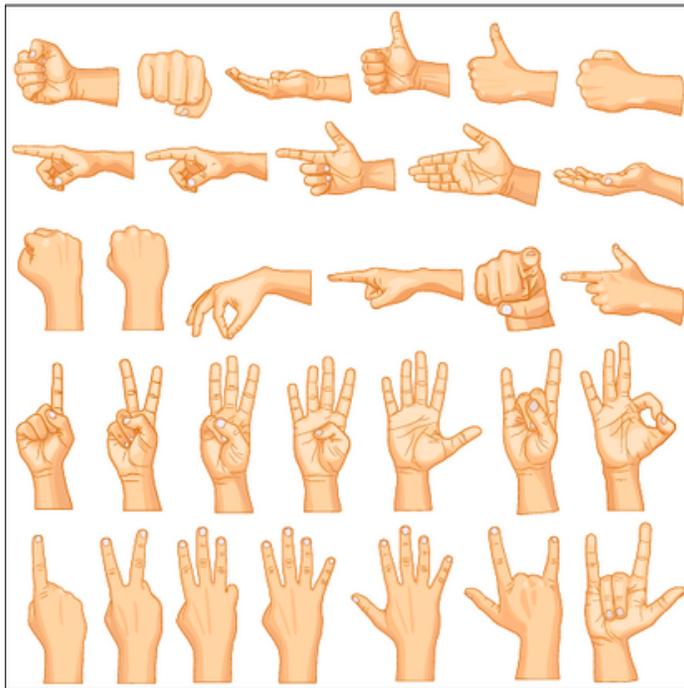


Figure 14: Gesture in graphic form  
(Source :all-free-download.com)

## WHERE WE USES?

A statement, gesture, or image that can also be illustrated in graphic form.

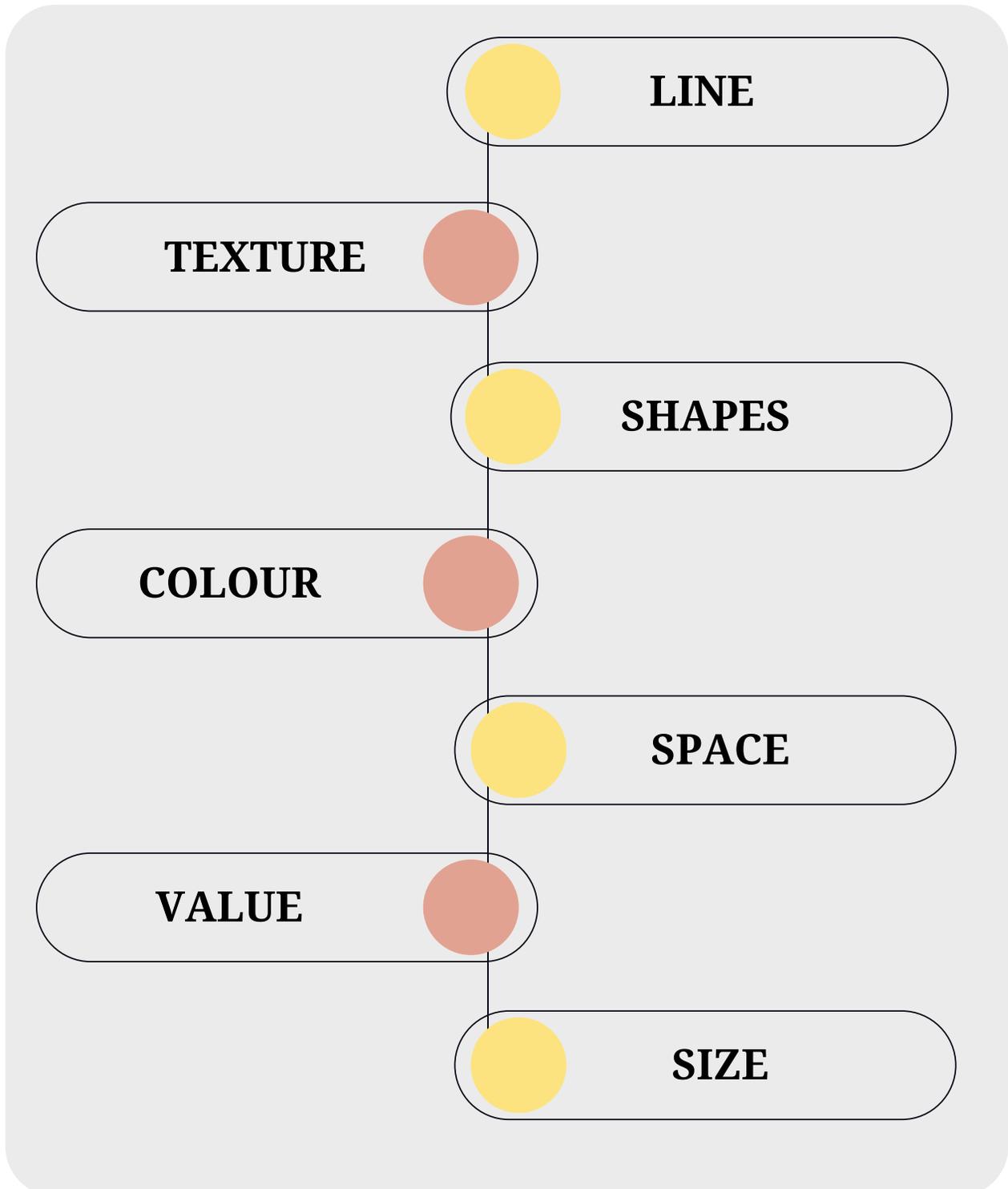


Figure 15: Statement in graphic form  
(Source :sinarharian.com)

## CHARACTERISTIC

Image-based designs, such as images, illustrations, logos, and symbols, can be used in graphic design, as type-based designs, or a combination of the two.

# GRAPHIC : Element of graphic



# GRAPHIC : Element of graphic LINE

Straight, curved, wavy, thick, thin - the choices are endless when it comes to lines. Designers can use lines to divide an area or divide content in a layout.



Figure 16: Line  
(Source :[www.freepik.com/rocketpixel](http://www.freepik.com/rocketpixel) )

# GRAPHIC : Element of graphic TEXTURE

The texture is the surface that will be used to sketch a graphic result. The graphic effect will look different based on the surface used. Among the surfaces that can be used are rough such as walls and wood, soft surfaces such as silk cloth, shiny surfaces such as mirrors and etc.

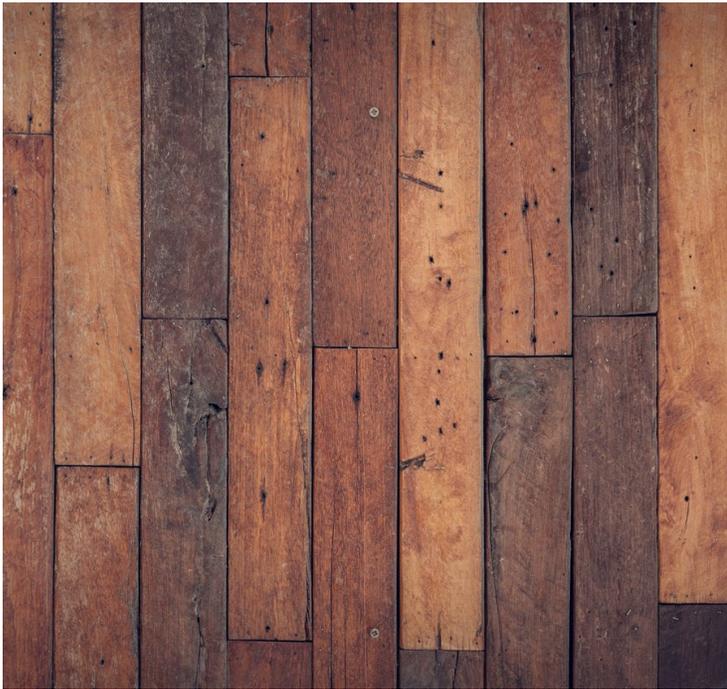


Figure 17: Wall and wood texture  
(Source :pexel.com)

# GRAPHIC : Element of graphic SHAPES

Shapes can be used to artistically fill spaces, support text and other types of content, as well as balancing a design. White space can be used to offer a design structure and clarity by creating shapes out of nothing.

Basic shapes types are natural (flower, leave, people, cloud etc), geometric (circle, square, triangles etc) and abstract (icons , stylizations and graphic representations).



Figure 18: Logo using shape  
(Source : [mediavan.com/logo-or-wordmark](http://mediavan.com/logo-or-wordmark))

# GRAPHIC : Element of graphic COLOUR

Color can affect and influence the mood and design of a visual. The selection of different color tones can represent the emotions of the user using a particular graphic element. Color selection can appeal to consumers or vice versa. Small spaces will look spacious with the right color selection. Don't be scared to experiment with different colors.

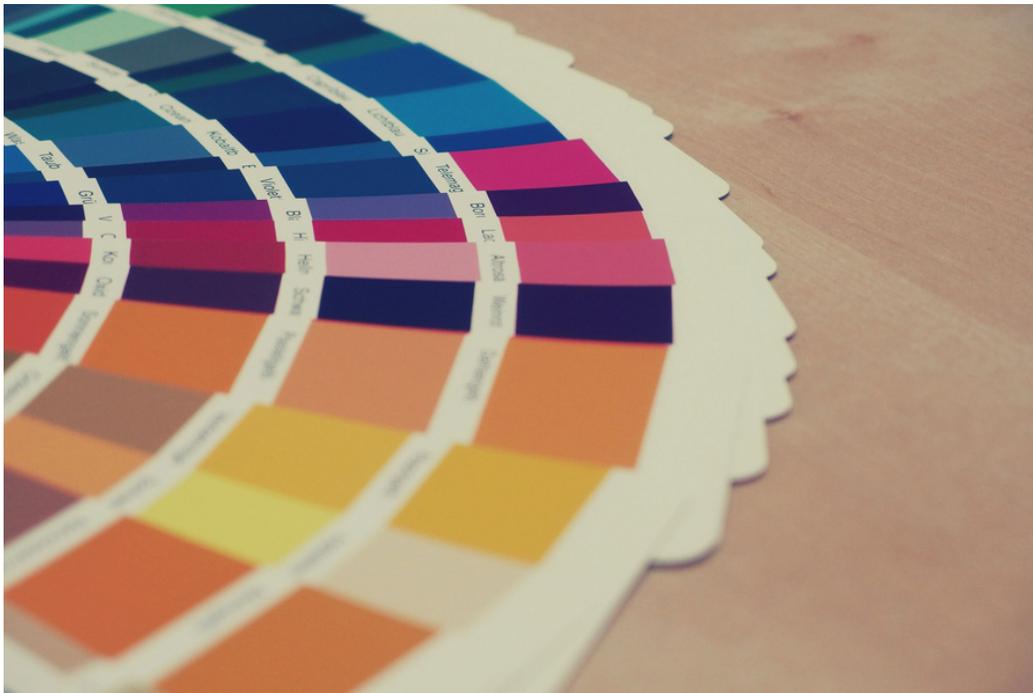


Figure 19: Colour tone  
(Source :pixabay.com)

# GRAPHIC : Element of graphic

## COLOUR PALLETE



Color Palette #4304

Figure 20: Example Warm palette  
(Source :colorpalettes.net)



Color Palette #4274

Figure 21: Example Cool palette  
(Source :colorpalettes.net)



Color Palette #4238

Figure 22: Example Pastel palette  
(Source :colorpalettes.net)

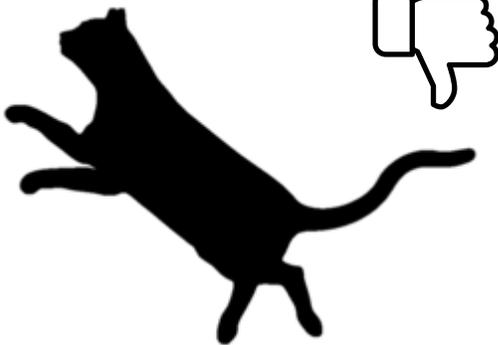


Color Palette #4298

Figure 23: Example Contrast palette  
(Source :colorpalettes.net)

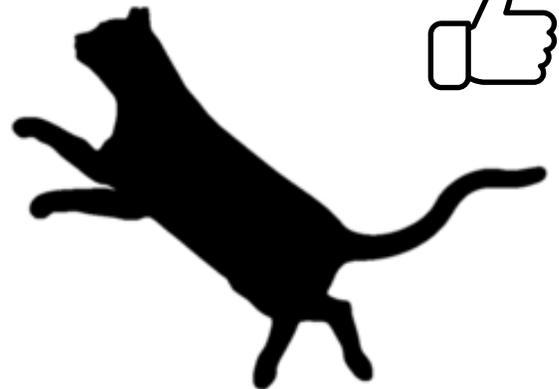
# GRAPHIC : Element of graphic SPACE

A good graphic design result in being able to use the entire area on the design well. Well designed and use of an area can relax the eyes of the user most important information can be seen well and users can absorb the messages.



## KUCING

Saya seekor kucing. Nama saya  
Oscar. Saya seekor kucing parsi. Ciri-  
ciri saya berbulu lebat, comel, manja  
dan disukai semua orang.



## KUCING

Saya seekor kucing. Nama saya  
Oscar. Saya seekor kucing parsi. Ciri-  
ciri saya berbulu lebat, comel, manja  
dan disukai semua orang.

Figure 24: Balance space  
(Source :freepik.com)

# GRAPHIC : Element of graphic VALUE

In a design, value refers to how light or dark an area appears. Everything from the darkest blacks to the brightest whites is represented. It creates depth, contrast, and emphasis when used effectively.



Figure 25: Colour tone  
(Source :[canva.com](https://www.canva.com))

# GRAPHIC : Element of graphic SIZE

Size is used in graphic design to show importance, draw attention, and create contrast.



Figure 26: Example size text in graphic  
(Source :[www.bharian.com.my](http://www.bharian.com.my))

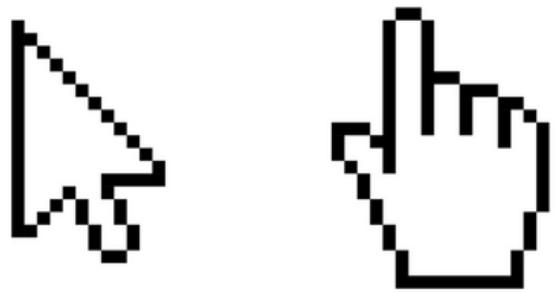


Figure 27: Example size text in graphic  
(Source :[www.infosihat.gov.my](http://www.infosihat.gov.my))

# GRAPHIC : Graphic File Format

## Bitmap Image

A collection of bits or pixels is used to create bitmap or raster images. Bitmap graphics are two colors in their most basic form: black and white.



## Vector Image

Lines and forms are drawn using mathematical formulas. This image include directions on where to find each of the components needed to make the desired element. vectors are generated using bezier curves where the resulting graphic design can be formed seamlessly without limit.

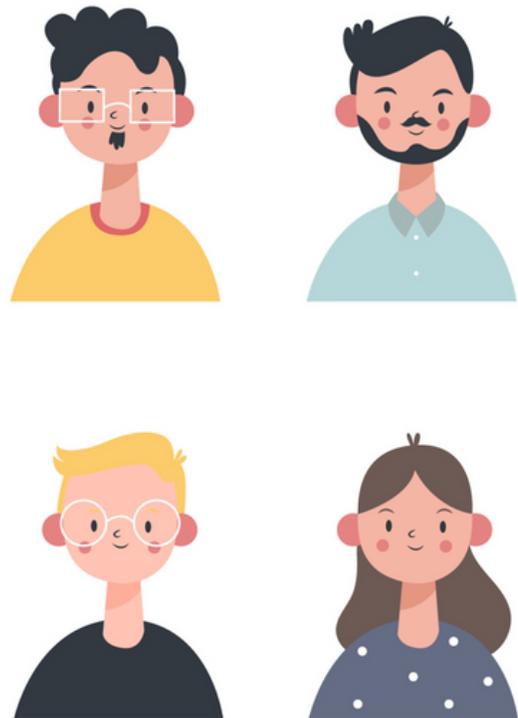


Figure 28: Bitmap and vector Image  
(Source :freepik.com)

# GRAPHIC :

# Type of File Format

## JPEG

- Joint Photo Expert Group
- Bitmap or raster based
- Can't increase the size of image
- Can't be made transparent

- Portable Network Graphic
- Bitmap or raster based
- Can't be scaled larger
- Can be made transparent

## PNG

## BMP

- Bitmap file
- Developed by Microsoft and compatible in all Windows OS
- Large and uncompressed
- Rich in colour and high quality

- Photoshop documents
- Vector based
- Supports transparency, channels, mask
- Not supported for web

## PSD

# GRAPHIC :

# Type of File Format

- Tagged Image File Format
- Older file format and Adobe Photoshop file
- For print only

**TIFF**

**ESP**

- Encapsulated Postscript
- Older file type for Adobe Illustrator or Adobe Photoshop
- Not commonly used
- Used for print only

- Illustrator native file
- Vector based
- File can be scaled

**AI**

**GIF**

- Graphic interchange format
- There is no data loss when compression
- GIF come alive with animation
- Best uses for animation

# GRAPHIC :

# Type of File Format



Figure 29: Graphic file format  
(Source :[iam-icitm.weebly.com](http://iam-icitm.weebly.com))

# **KEY TERM EXERCISE**

**PRACTICE MAKE PERFECT**



# Key Term Exercise

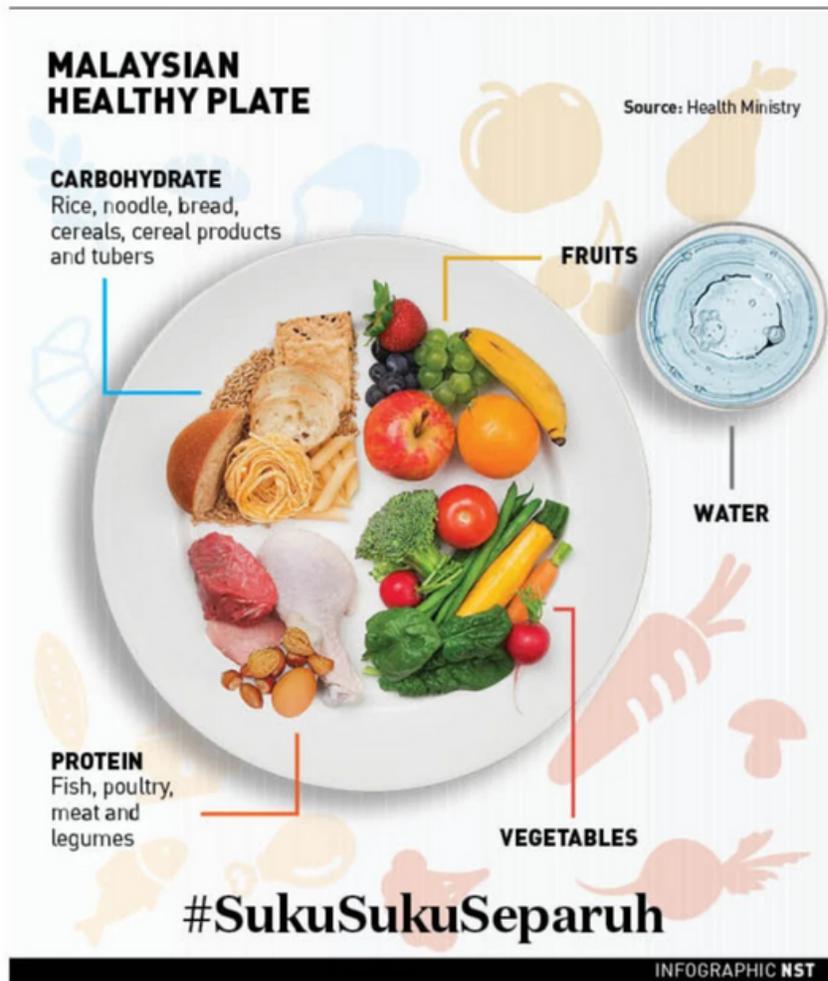
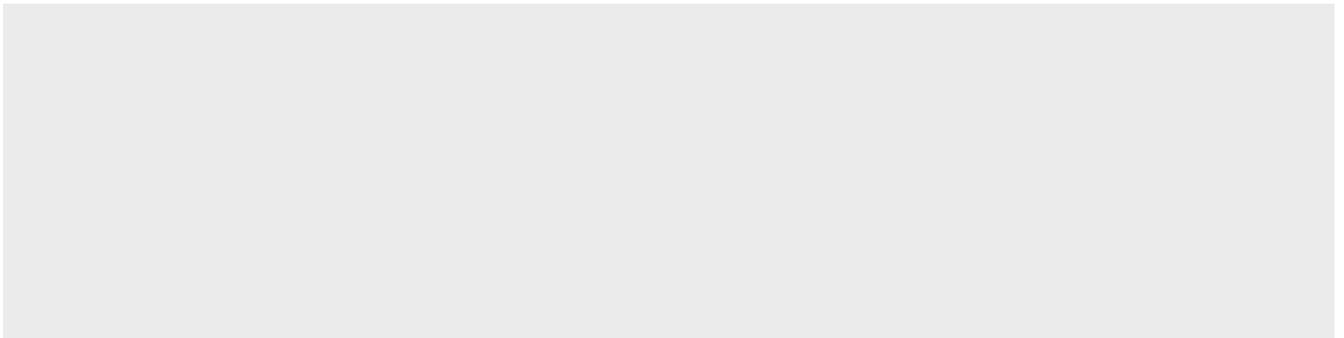


Figure 30: Infographic #SukuSukuSeparuh  
(Source :New Straits Time)

1. Classify element of graphic that you can see from the infographic #SukuSukuSeparuh above.



# Key Term Exercise

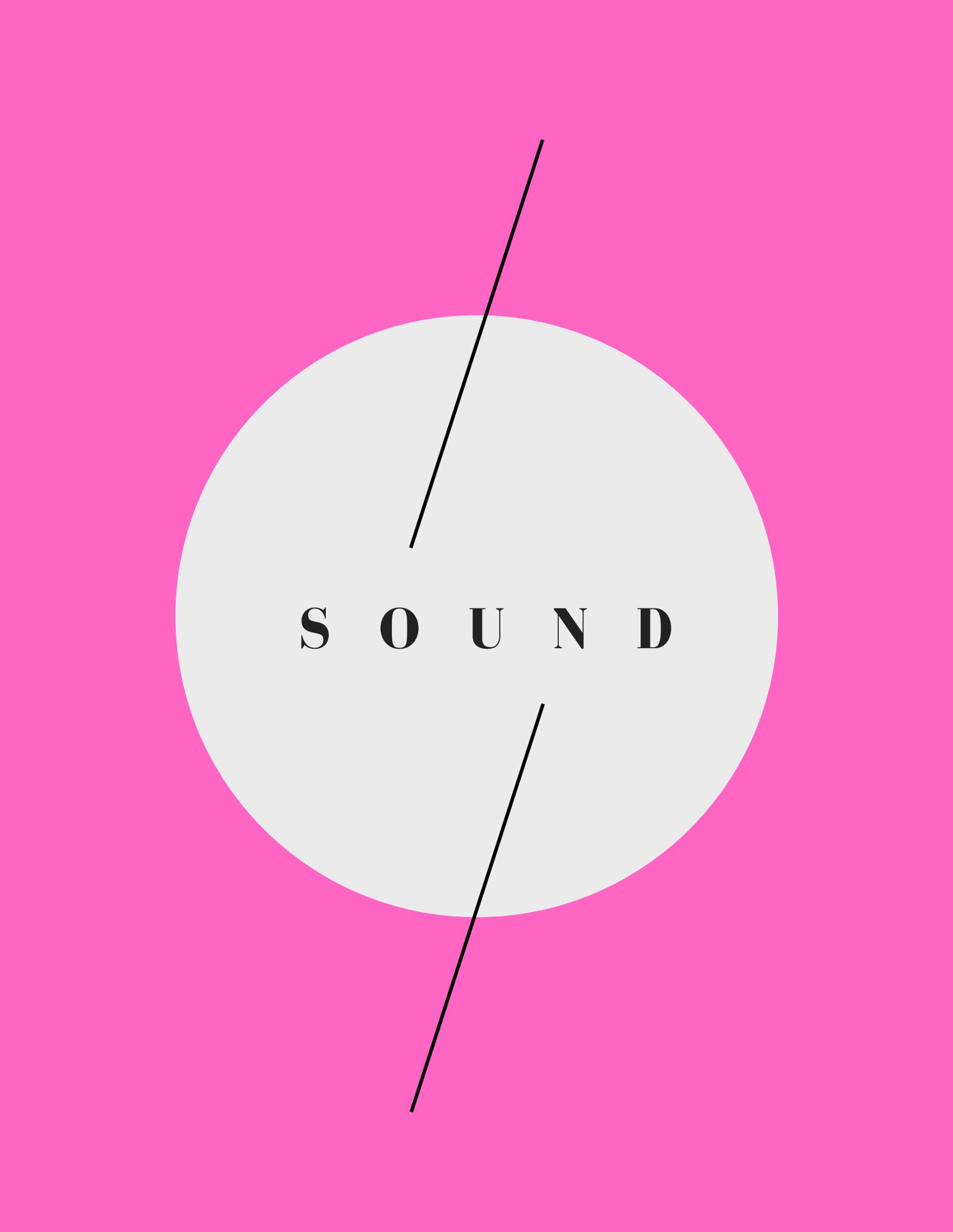
2. Describe the colour selection used in the Cat Breeds infographic below and share your opinion .



Figure 31: Infographic Cat Breeds (Source :freepik.com)

3. What are differences between vector image and bitmap image . List pro and cons of each type .

	PRO	CONS
VECTOR IMAGE		
BITMAP IMAGE		



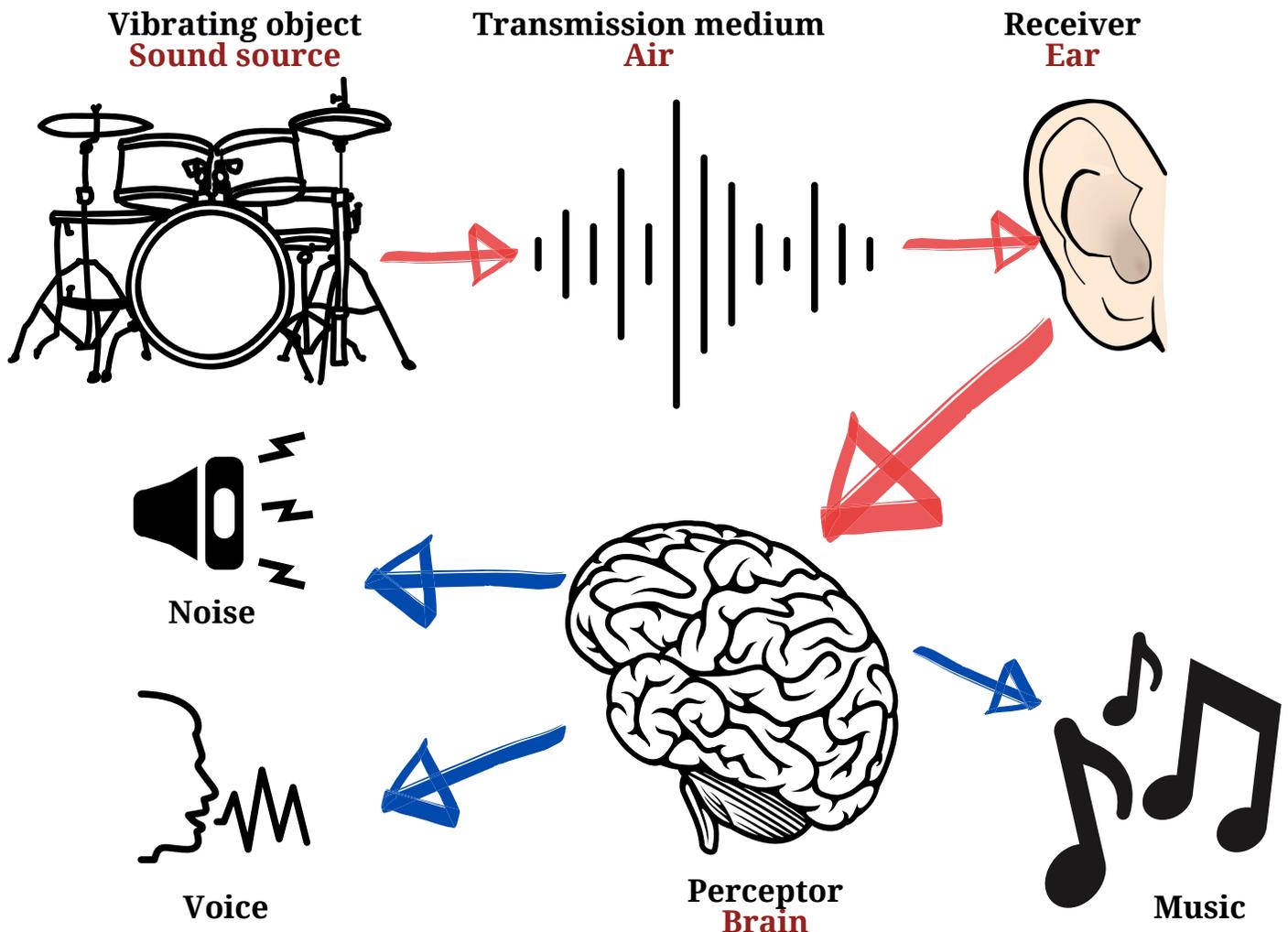
**S O U N D**

# SOUND :

# What is Sound ??

## Definition

Vibrating object (sound source), a transmission medium (typically air), a receiver (ear), and a preceptor (brain) is producing sound. The spoken word, voices, music, and even noise are all examples of sound.



# SOUND :

# WAVEFORM

## Sound Waveform

A periodic waveform is a waveform that repeats itself at regular intervals. Waveforms that do not exhibit regularity are called noise.

- The unit of regularity is called a cycle
- This is known as Hertz (or Hz) after Heinrich Hertz
- One cycle = 1 Hz

Sometimes written as kHz or kilohertz (1 kHz = 1000 Hz)

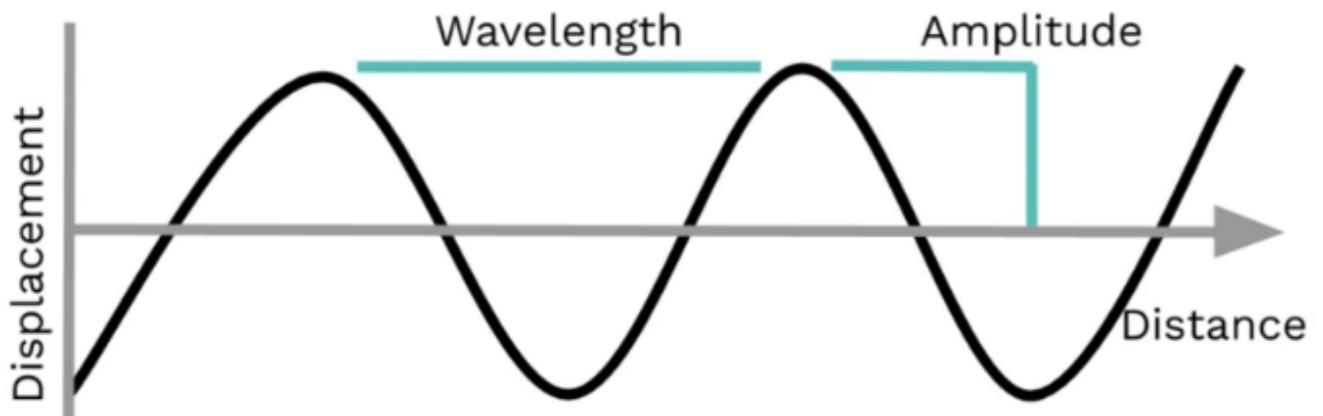


Figure 32: Sound Waveform  
(Source :[soundassured.com](http://soundassured.com))

# SOUND :

# Waveform

## Sound Waveform Characteristic

A waveform is graphical representation and generally has the following characteristics :

- Amplitude
- Frequency
- Wavelength & Period



Figure 33: Sound form various sources  
(Source :canva.com)

# SOUND :

# Amplitude

## Amplitude

- Sound's intensity or loudness
- The louder the sound, the larger amplitude.

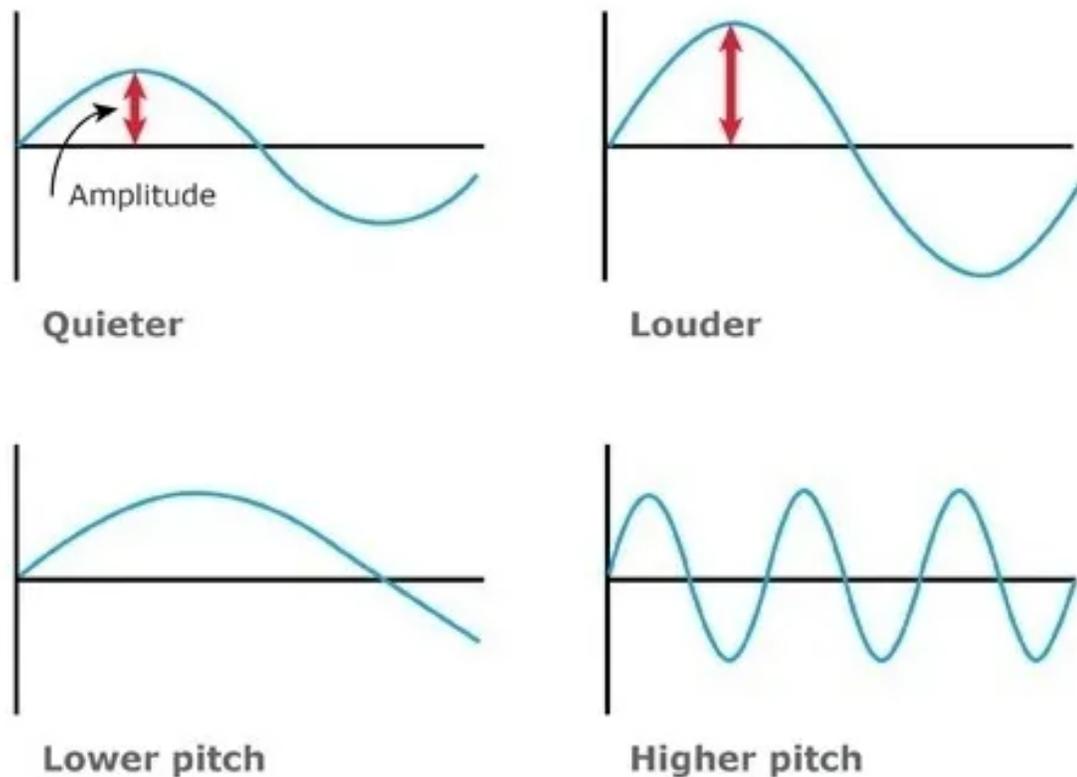


Figure 34: Low and high amplitude waveform  
(Source :knowitinfo.com)

# SOUND :

# Frequency

## Frequency

- Sound is measured in frequency.
- The signal repeats a 360 degree cycle of positive and negative amplitude.
- Sound is measure in hertz.
- Determines the pitch of the sound as heard by our ears
- The higher frequency, the clearer and sharper the sound the higher pitch of sound

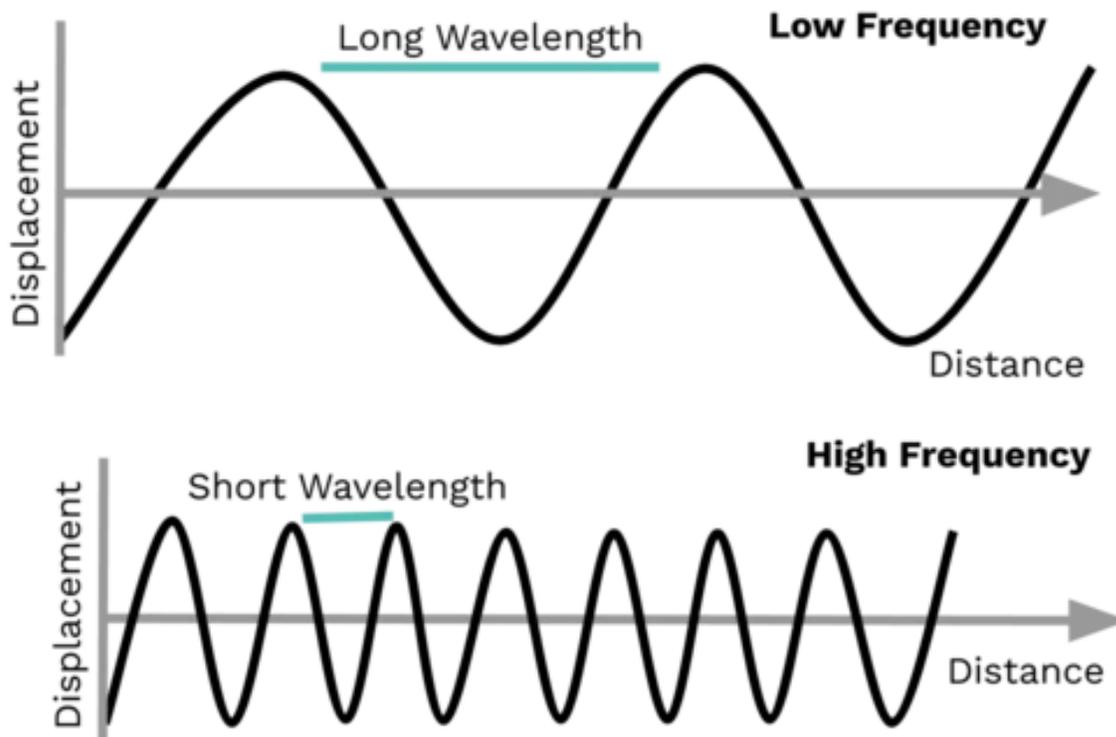


Figure 35: Low and high frequency waveform  
(Source :[soundassured.com](http://soundassured.com))

# SOUND :

# Wavelength

## Definition

The physical distance between the beginning and end of one wave cycle can be estimated using wavelength .

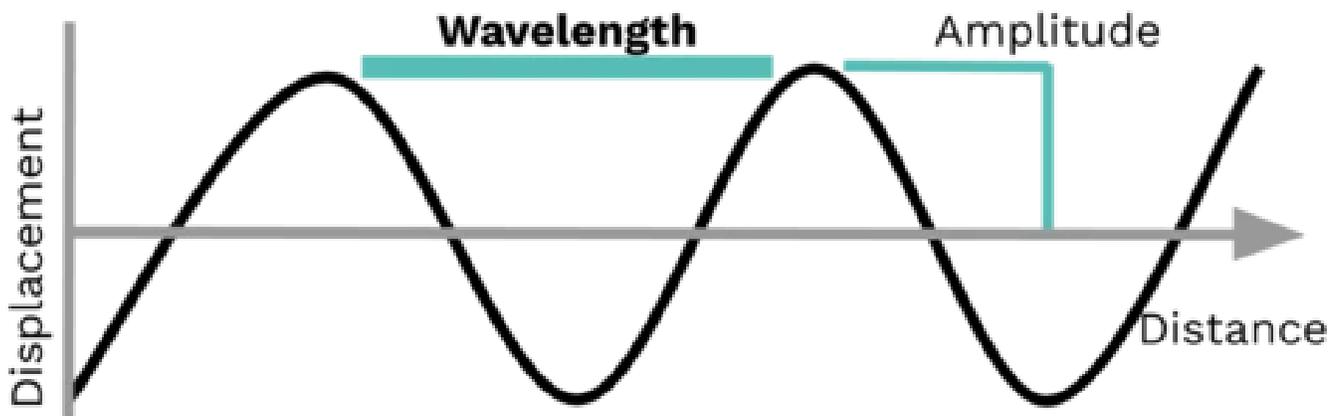


Figure 36: Wavelength waveform  
(Source :[soundassured.com](http://soundassured.com))

# SOUND :

## Type of audia in Multimedia Project

### CAUTION & WARNING

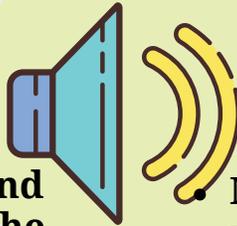
- There are sounds that can warn users for example the sound of a car horn.
- Voices from ambulances, fire trucks, police cars can also warn listeners.

### SOUND RELATED DATA

- A computer technician can identify the problem of a computer or laptop based on the beep sound emitted by the computer.
- Educating medical students on how to differentiate between different breathing sounds.

### VOICE

- Sound is the sound produced through the mouth of living things such as humans, animals, birds and even insects.
- Sounds are made by humans for example talking, shouting, singing, grunting and more.
- For animals, the sound can be emitted based on its type. For example the cat meows and dog barked.

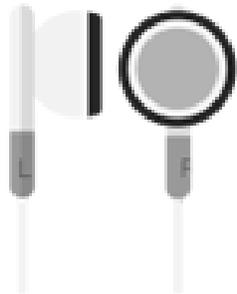


### MUSIC & SOUND EFFECT

- Music can be produced by using a musical instrument or a combination of several musical instruments to produce a rhythm that brings a specific meaning to the listener.
- Sound effect is a sound other than speech or music used in a production such as nature sounds such as the sound of birds, rainwater, wind, waves and many more.

**SOUND :**

# Audio Format



**MP3**



**AAC**



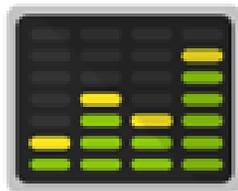
**WMA**



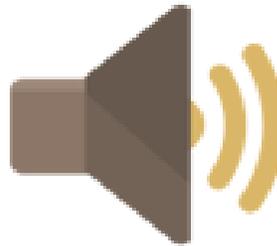
**M4A**



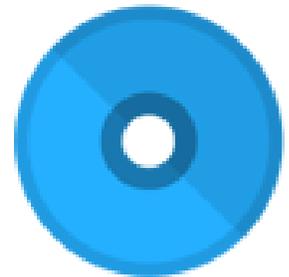
**OGG**



**FLAC**



**WAV**



**AIFF**

**Figure 37: Support A Wide Range Of Audio Formats**

*(Source :[www.seekpng.com](http://www.seekpng.com))*

# **KEY TERM EXERCISE**

**PRACTICE MAKE PERFECT**



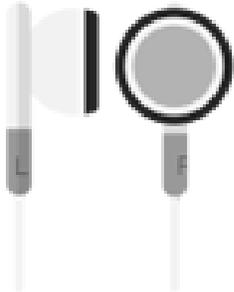
# Key Term Exercise

1. Choosing True  or False  about sound :

NO	SCENARIO		
1.	Spoken word, voices, music and noise are example of sound.		
2.	Sound waveform that repeats itself at regular interval is called periodic waveform.		
3.	Sound is described in term of frequency, amplitude and time.		
4.	Sound is complex relationship involving a vibrating object (sound sources), a transmission medium (usually oxygen), a receiver (ear) and preceptor (brain).		
5.	Sound have a duration and successive musical sounds is called rhythm.		
6.	Sound effect is a sound other than speech or music used in a production such as nature sounds such as the sound of birds, rainwater, wind, waves and many more.		
7.	The louder the sound, the larger amplitude.		

# Key Term Exercise

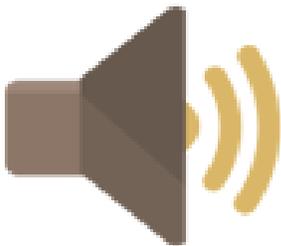
2. Describe the features of each audio formats below :



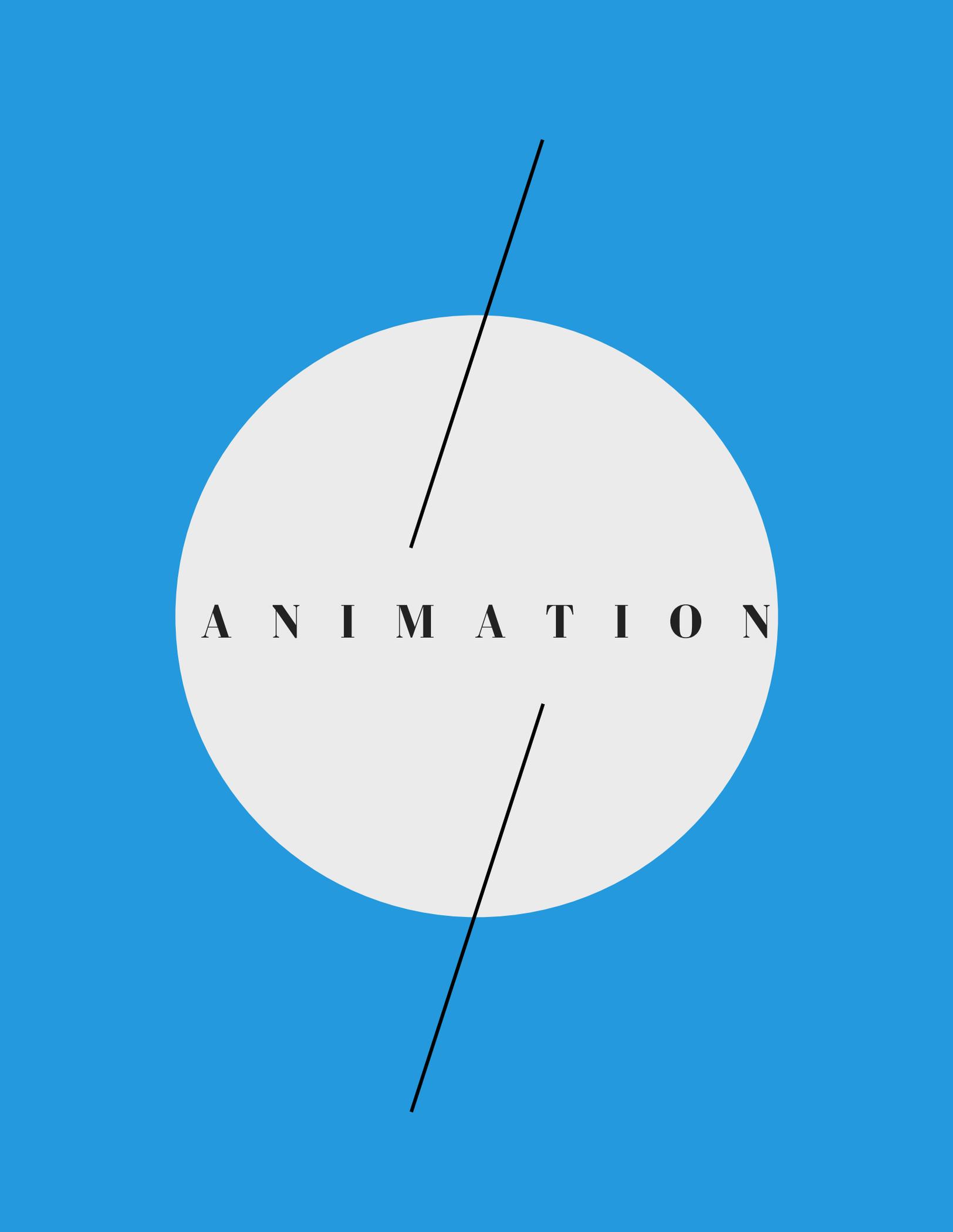
**MP3**



**WMA**



**WAV**



**A N I M A T I O N**

# ANIMATION:

## What is animation?

- The illusion of movement is achieved by playing still image frames with varying movements in general rate 15-30 fps (frame per second)
- In traditional method , images are sketched and painted by hand on transparent celluloid sheet and presented on film .

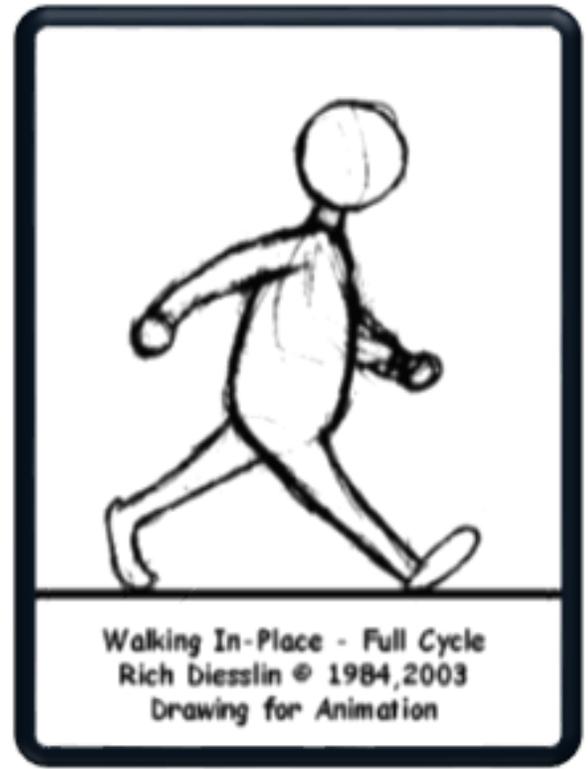


Figure 38: Drawing animation  
(Source :[www.the-cartoonist.com](http://www.the-cartoonist.com))

LES' COPAQUE<sup>TM</sup>  
P R O D U C T I O N S D N . B H D

wau  
ANIMATION

DD  
DIGITAL  
DURIAN

ANIMONSTA

Figure 39: Animation company in Malaysia  
(Source :[Company website](#))

# ANIMATION: How animation work?

The combination of these two (**persistence of vision + phi**) allows a series of images to appear to merge together into a visual illusion of movement when they are modified very slightly and very quickly one after the other.

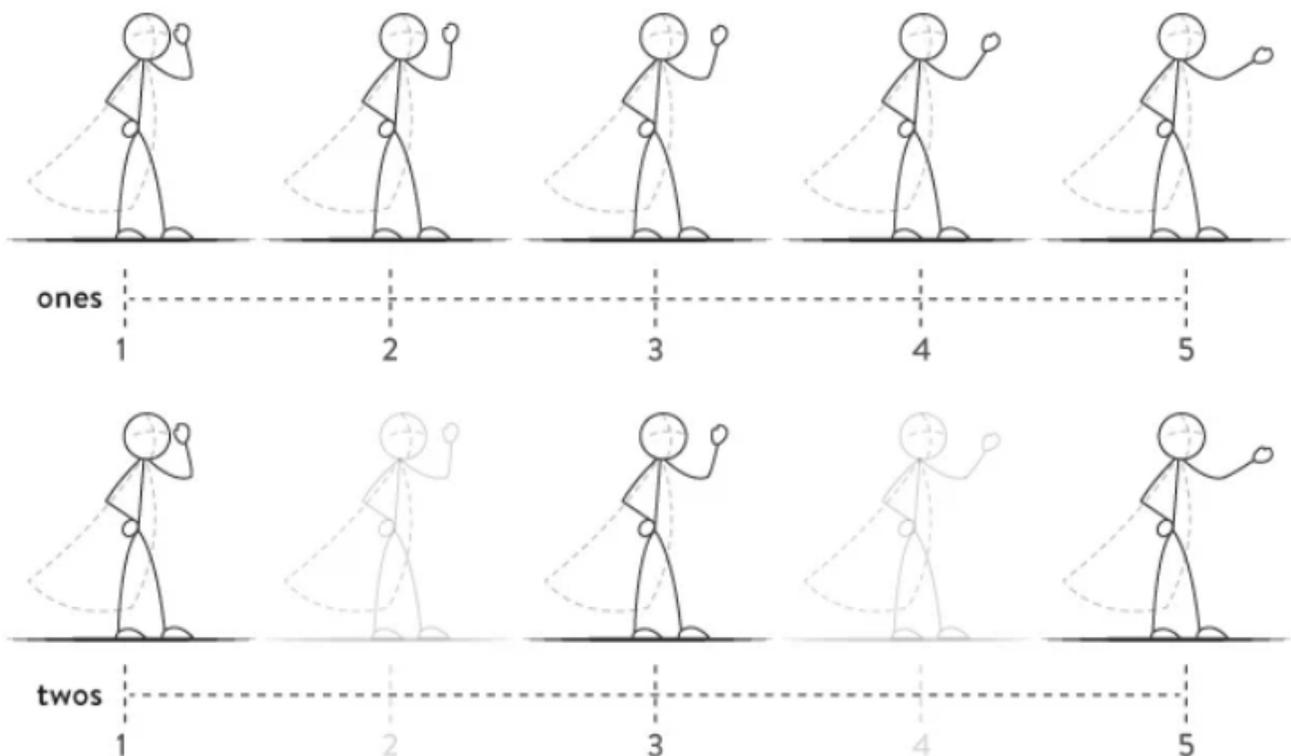


Figure 40: Moving character in animation  
(Source :[www.futurelearn.com](http://www.futurelearn.com))

# ANIMATION:

# Type of Animation

**1**

2D ANIMATION

**2**

3D ANIMATION

**3**

STOP MOTION  
ANIMATION

**4**

CUT OUT ANIMATION

**5**

ROTSOCPE  
ANIMATION

**6**

MOTION CAPTURE

**7**

TYPOGRAPHY  
ANIMATION

**8**

MECHANICAL  
ANIMATION

**9**

CLAYMATION

# ANIMATION:

# Type of Animation

# 1

2D ANIMATION



Figure 41: 2D Animation  
(Source :[www.futurelearn.com](http://www.futurelearn.com))

## DEFINITION

The concept of 2D animation generally doesn't require much explanation it's used to make 2D people and environments that are flat. While this is one of the oldest animation techniques, its adaptability makes it a popular choice for cartoons, promotional films, explainer videos, and other projects.

**ANIMATION:**

# Type of Animation

**2**

**3D ANIMATION**



**Figure 42: 3D Animation**  
*(Source :Ejen Ali The Movies)*

## **DEFINITION**

**When it was first launched, 3D animation was highly groundbreaking. 3D animation has practical uses in fields such as health and architecture, as well as allowing animators to create more immersive, realistic animated experiences.**

# ANIMATION: Type of Animation

## 3

### STOP MOTION ANIMATION



Figure 43: 3D Animation  
(Source :LEGO Movie)

## DEFINITION

Stop motion animation is one of the oldest animation forms, dating back over a century, and can be seen in many vintage animated films.

A cinematographic method in which the camera is continuously stopped and started, for example, to give the sense of movement to animated figures.

# ANIMATION: Type of Animation

4

CUT OUT ANIMATION



Figure 44: Cut Out Animation  
(Source :COCO Animation)

## DEFINITION

Cut Out Animation is a type of stop motion animation that uses flat figures, props, and backdrops made out of materials like card, paper, stiff fabric, or pictures.

# ANIMATION: Type of Animation

# 5

ROTSCOPE  
ANIMATION



Figure 45: Rotoscope Animation  
(Source :Peterpan Movie)

## DEFINITION

The practice of producing animated sequences by tracing over live-action film frame by frame is known as rotoscope animation. Rotoscoping helps animators to create lifelike characters that move just like people in the real world, albeit technique can be time intensive.

# ANIMATION:

# Type of Animation

# 6

MOTION CAPTURE



Figure 46: Rotoscope Animation  
(Source :Planet of The Ape Movies)

## DEFINITION

Motion capture is a 3D animation that will mimic the appearance or character of real life such as human movement in general. In the gaming industry, motion capture is widely used to create realistic character movements and original facial expressions. The process of motion capture animation requires actors in costumes that track their movements and interactions so that computer graphics can be used to reproduce them.

# ANIMATION:

# Type of Animation

7

— — —  
TYPOGRAPHY  
ANIMATION



Figure 47: Typography Animation  
(Source : Universal Studio)

## DEFINITION

The practice of animating text is known as typography animation. In movies, this animation style is frequently utilized to generate engaging title screens and credit segments.

# ANIMATION: Type of Animation

# 8

MECHANICAL  
ANIMATION

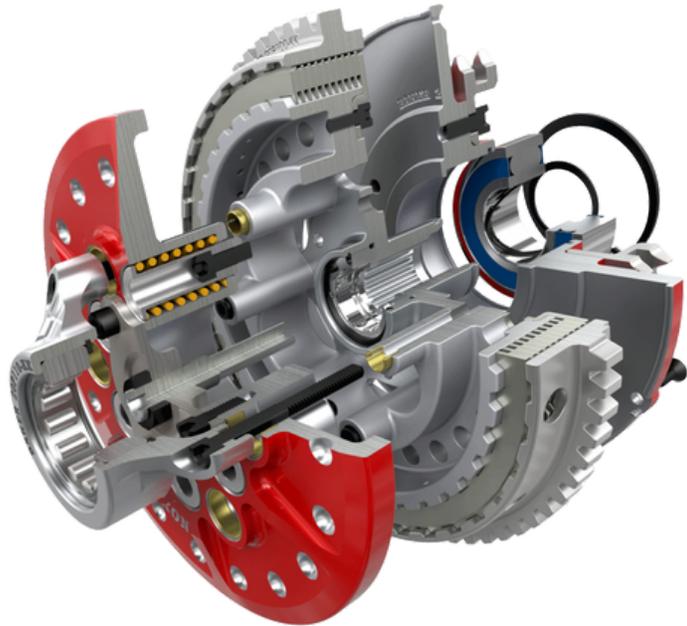


Figure 48: Mechanical Animation  
(Source : favpng.com)

## DEFINITION

The function and configurations of mechanical items are broken down using mechanical animation. To generate an informative representation, it entails drawing and animating every detail and mechanism of a machine.

This animation style is useful in the engineering business since it can be used to make changes to goods before they are developed. Demonstrations of products can also benefit from mechanical animation.

# ANIMATION: Type of Animation

# 9

CLAYMATION  
ANIMATION



Figure 49: Claymation Animation  
(Source : Pingu Series)

## DEFINITION

Clay animation, often called Claymation, is a type of stop motion animation in which characters are made of clay and their movements are photographed in sequences, similar to traditional stop motion animation.

**ANIMATION:**

# Animation File Format



Figure 50: Animation File Format  
(Source : [flaticon.com](http://flaticon.com))

# **KEY TERM EXERCISE**

**PRACTICE MAKE PERFECT**



# Key Term Exercise

1. Choose the common way to discover media type .
  - a. By file name
  - b. By file location
  - c. By file extension
  - d. None of these
2. \_\_\_\_\_ is a method of simulating movement by displaying a series of images.
  - a. By file name
  - b. By file location
  - c. By file extension
  - d. None of these
3. \_\_\_\_\_ format that supports both animated and static images.
  - a. .avi
  - b. .jpeg
  - c. .gif
  - d. None of these

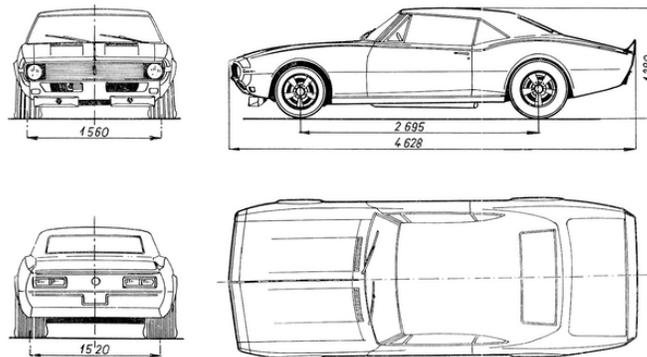


Figure 51: Car design  
(Source : [drawingdatabase.com/chevrolet-camaro/](http://drawingdatabase.com/chevrolet-camaro/))

4. Which of the following process software is used to create a mathematical model of some physical object as shown in the image?
  - a. 3D Rendering
  - b. 3D Modelling
  - c. 3D Simulation
  - d. None of these

# Key Term Exercise

5. Choose the extensions of Windows Media files ?
- a. .asf
  - b. .gif
  - c. .wmv
  - d. All of these

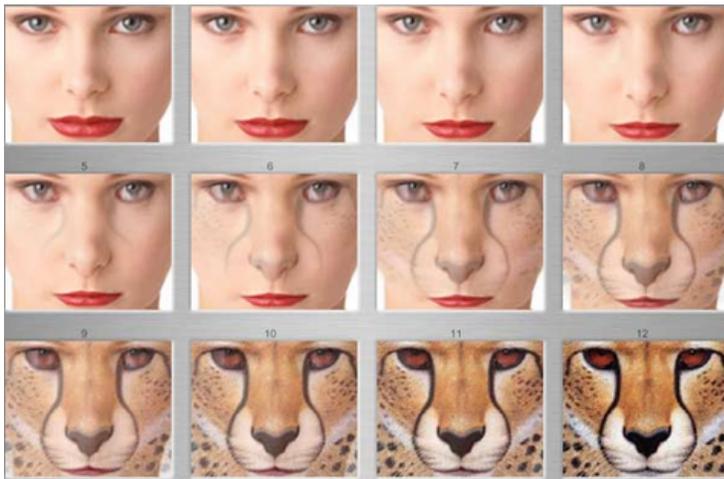


Figure 52: Human face to tiger face.  
(Source : <https://www.abrosoft.com>)

6. What type of techniques that can change human face to tiger face?
- a. Rendering
  - b. Sampling
  - c. 3D Simulation
  - d. Morphing
7. AVI can be stored video format, what does AVI stand for?
- a. Audio Video Interface
  - b. Audio Video Interleave
  - c. Audio Video Interstion
  - d. Audio Video Internet



**V I D E O**

# VIDEO:

# What is video?

## DEFINITION

Video is a digital format for recording, duplicating, playing back, transmitting, and displaying moving images.

## HOW VIDEO WORKS?

When light reflected from an object travels through a video camera lens, a specific sensor known as a charge-coupled device converts the light into an electrical signal. Video embedded in multimedia apps is a strong way to present information that can include a personal touch that other media can't match.

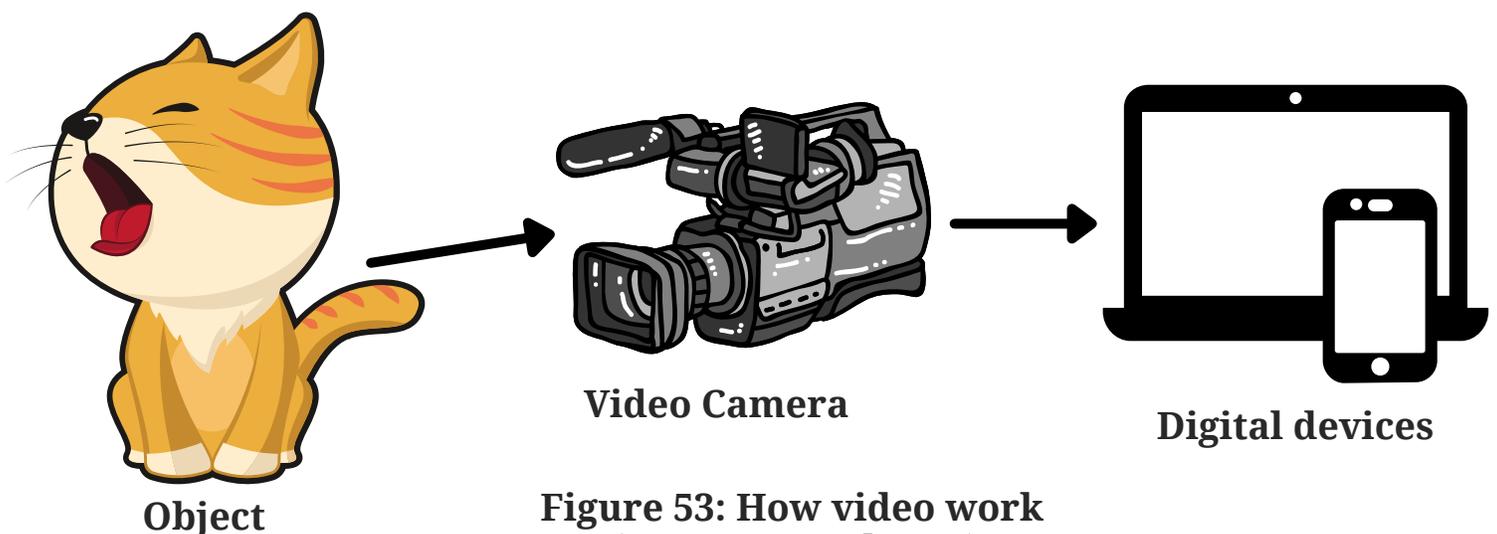


Figure 53: How video work  
(Source :pexel.com)

# VIDEO:

## Type of video

### 1. Live action video

Live action video is a video recording of a still object or a moving object. It is usually recorded using real people or real locations. This type of video will show the charisma of the presenter. They can be funny or informative, entertaining or educational.

### 2. Animation video

A video style made up of multiple still images is known as animation. When images are played back-to-back, they create the appearance of movement.

### 3. Whiteboard video

Whiteboard animation is a type of animation that tells a story using images drawn on a whiteboard (or something that looks like a whiteboard) by artists who document their creative process. A whiteboard movie is ideal for explaining a practical procedure in an easily digestible manner, whether it's using simple stick figures or more complex frameworks.

### 4. Live streaming

On YouTube, Facebook, Instagram, or your own website, live streaming sends live video to your audience.

# VIDEO:

## Type of video

### 5. Motion graphic

Motion graphics videos are a sort of animation that communicates through text and shapes, but they don't usually tell a story. Music, sound, and voice-over are commonly used in these videos to convey simple information with energy and power.

### 6. Typography video

Kinetic typography, sometimes known as moving text, is an animation method that combines movement and words to convey concepts. Some people are more receptive to pictures, while others are more receptive to the written word.

### 7. Screencast video

Screencast videos featuring live action combine the finest of on-camera or on-screen videos with screencast videos.

### 8. Photo montage

Photo montages or slideshows use photographs, music, and narration to tell a tale that usually elicits strong emotions. These are ideal for reminiscing about special occasions, such as anniversaries, marriages, and birthdays.

**VIDEO:**

# Video Editing Software

Closed Source Editing Software



**Adobe Premiere Pro**



**Filmora**



**Adobe After Effect**



**Autodesk Flame**



**Pinnacle Studio**



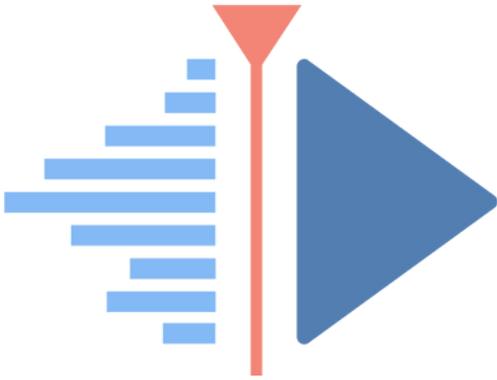
**Adobe Spark**

**Figure 54: Closed Source Editing Software**  
*(Source :Company website)*

**VIDEO:**

# Video Editing Software

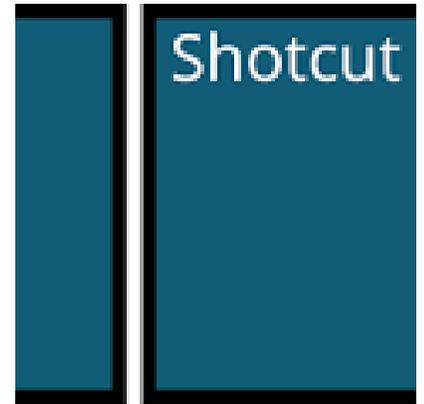
Open Source Editing Software



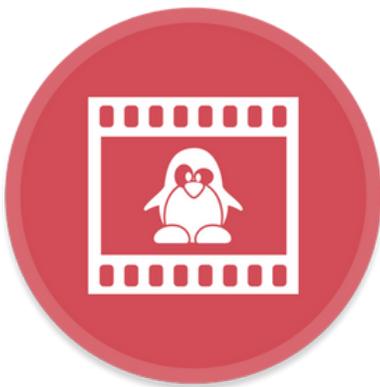
**Kdenlive**



**OpenShot**



**Shotcut**



**Avidemux**



**Blender**

**Figure 55: Open Source Editing Software**  
*(Source :Company website)*

**VIDEO:**

# Video Editing Software

Mobile Phone

**Android**

**iPhone**



**FilmoraGo**



**Vivavideo**



**iMovie**



**inShot**



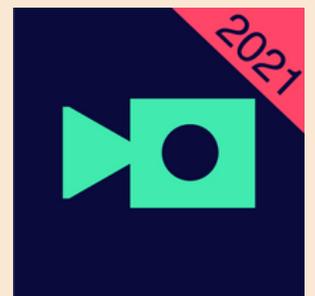
**KineMaster**



**VidTrim Pro**



**Videorama**



**Magisto Video Editor**

**Figure 56: Mobile Phone Editing Software**  
*(Source :Company website)*

**VIDEO:**

# Video File Format

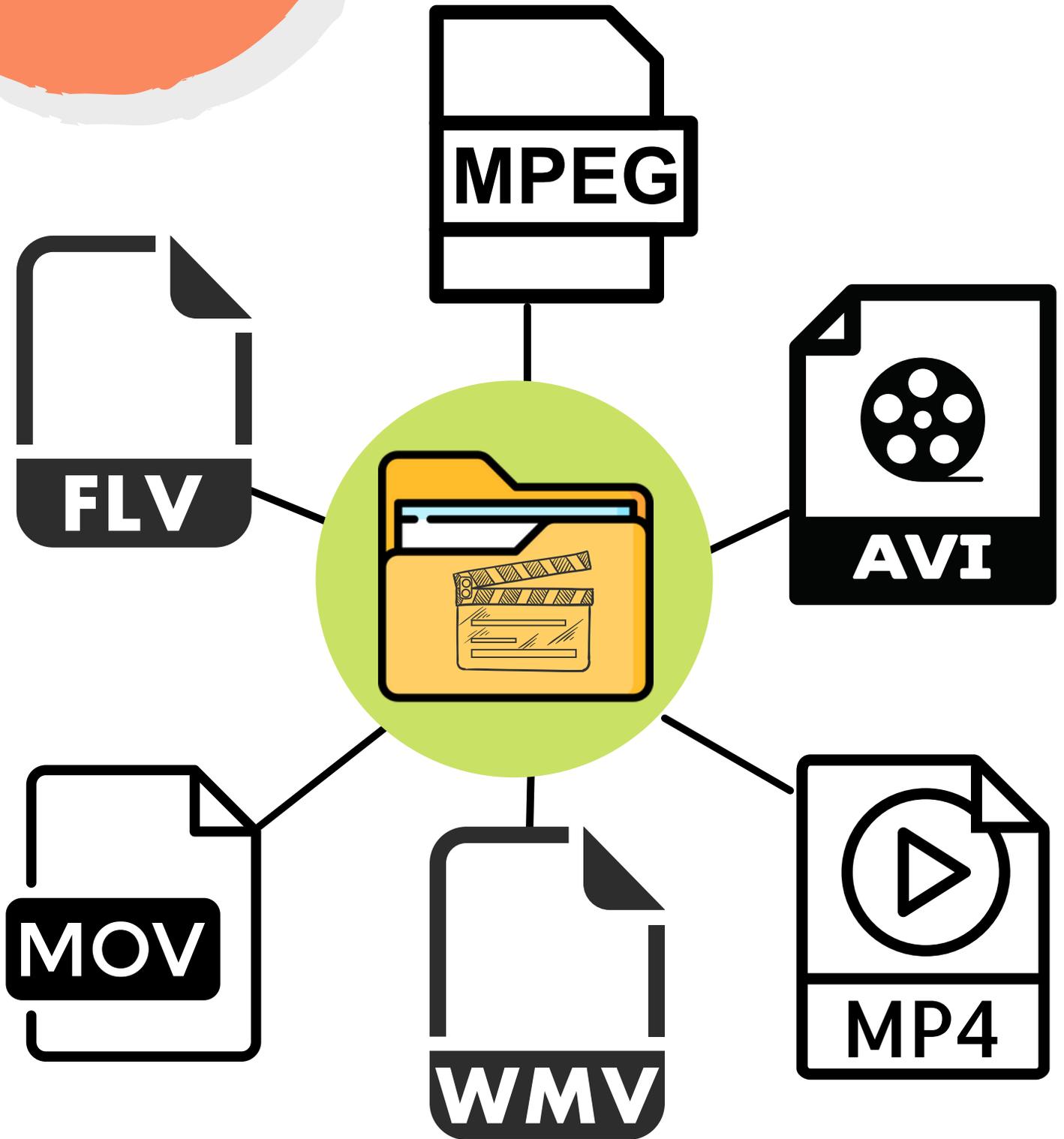


Figure 57: Video file format  
(Source :Icon from canva.com)

**VIDEO:**

# Storyboard

## DEFINITION

"A series of drawings used to plan the order of action and events in a film, television advertisement"

<https://dictionary.cambridge.org/>



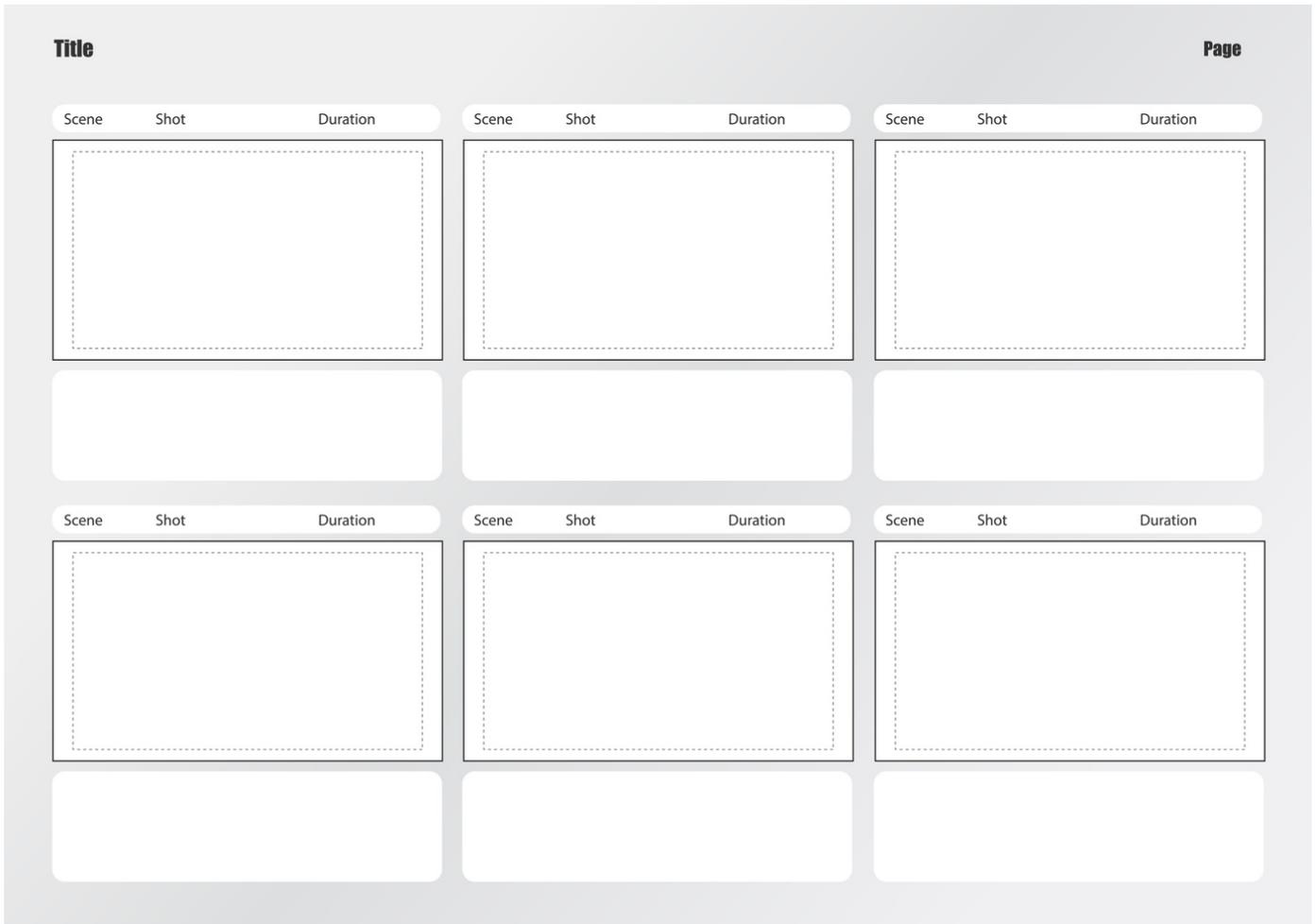
**Figure 58: Storyboard Sample**  
(Source : *canva.com*)

**VIDEO:**

# How to make a Storyboard ?

**1**

Create or choose your storyboard template .



**Figure 59: Storyboard Sample**  
(Source : [canva.com](https://www.canva.com))

**VIDEO:**

# How to make a Storyboard ?

**2**

**Plan your script and dialogue.**



**Figure 60: Storyboard Sample**  
*(Source : canva.com)*

**VIDEO:**

# How to make a Storyboard ?

**3**

Sketch and draw your story . Don't worry if you're not a good artist, drawing a stick figure is enough. If there is movement you can use the arrows. Or you can use image cut from newspaper or use online storyboard.



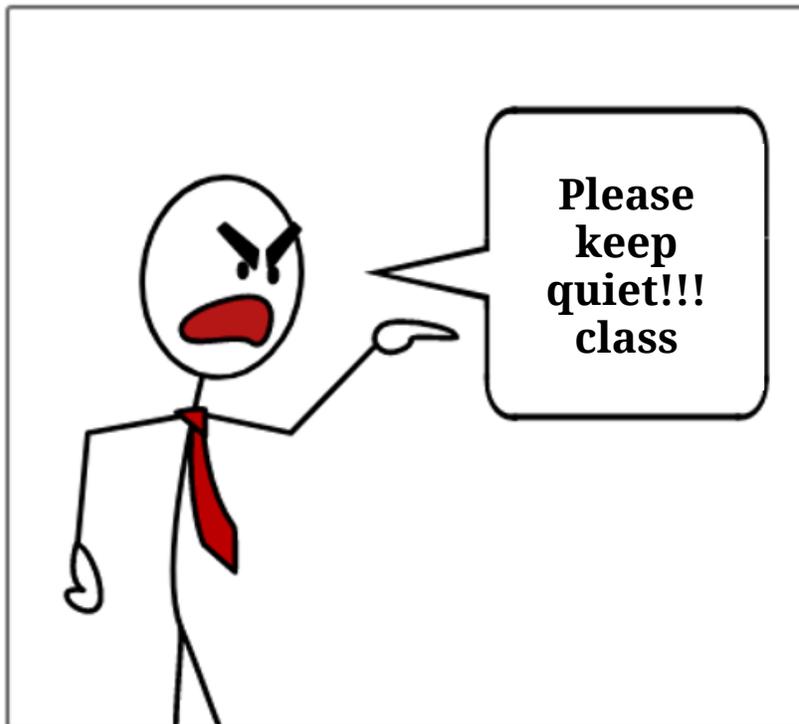
Figure 61: Storyboard Sample

**VIDEO:**

# How to make a Storyboard ?

**4**

Add notes on each scene such as what happened, camera angle and movement, appropriate music and sound effects.



**Action**

Teacher is scolding their students in class for being too noisy.

**Shot**

Mid shot

**Sound**

Music: Slow Music

Sound effect: Noisy voice

**Figure 62: Storyboard Sample**

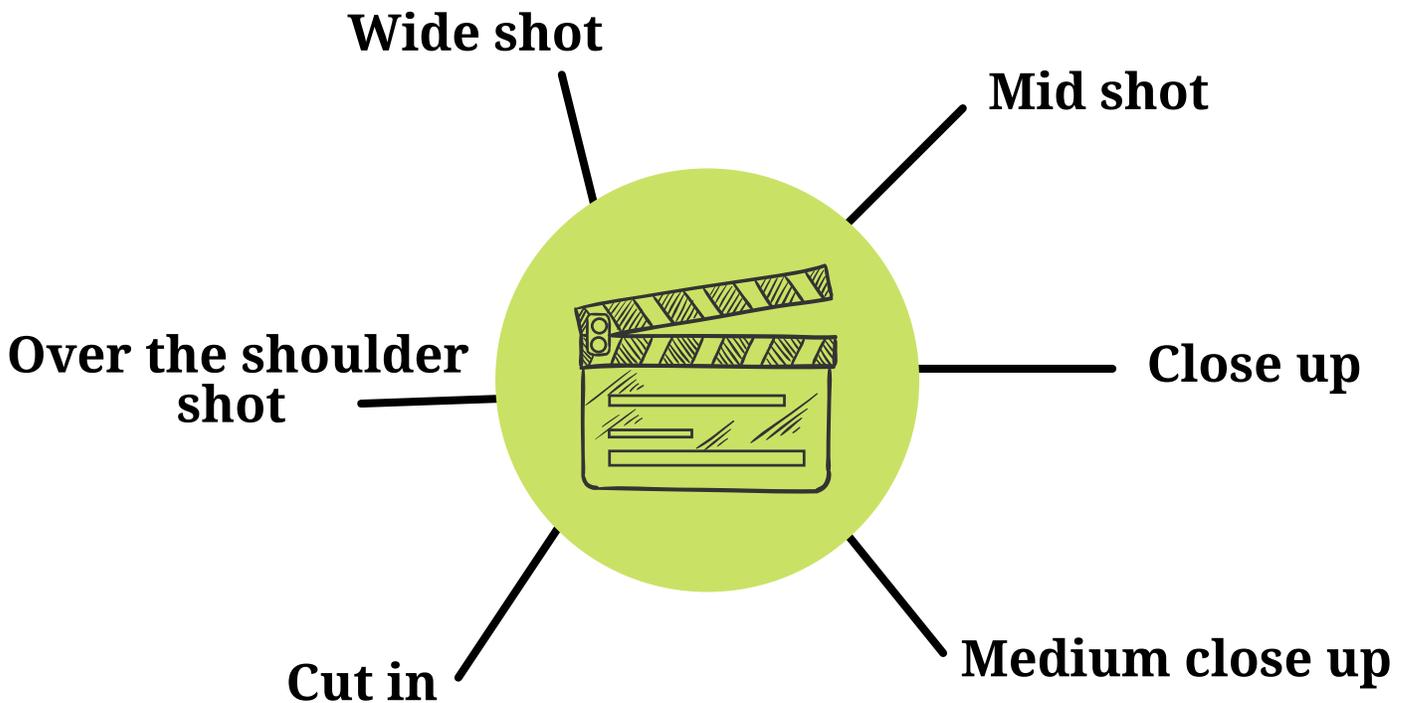
# VIDEO:

## Shot in video

### What is shot ?

A continuous piece of video or film footage. Everything you get between pressing “record” and “stop”.

### Type of shot



# VIDEO:

## Type of shot

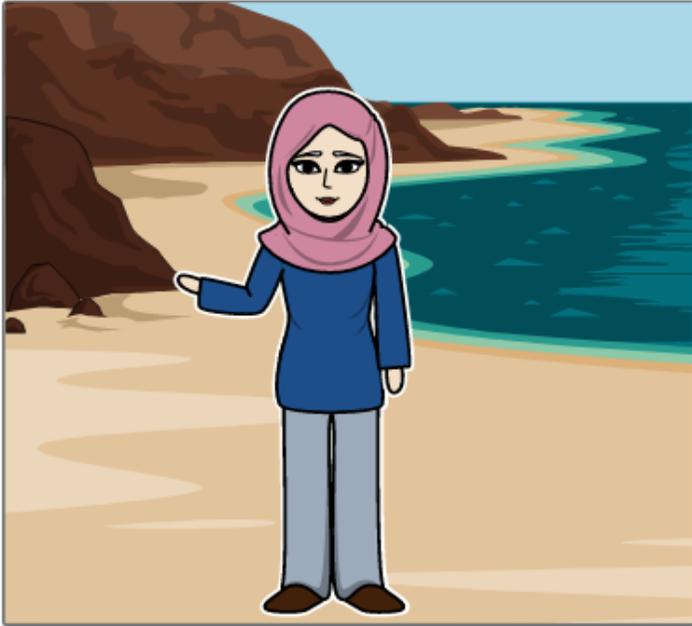


Figure 63: Wide shot

### Wide shot (WS)

A wide shot (WS), sometimes known as a long shot, is a camera angle that exposes the complete item or person, as well as their relationship to the environment.

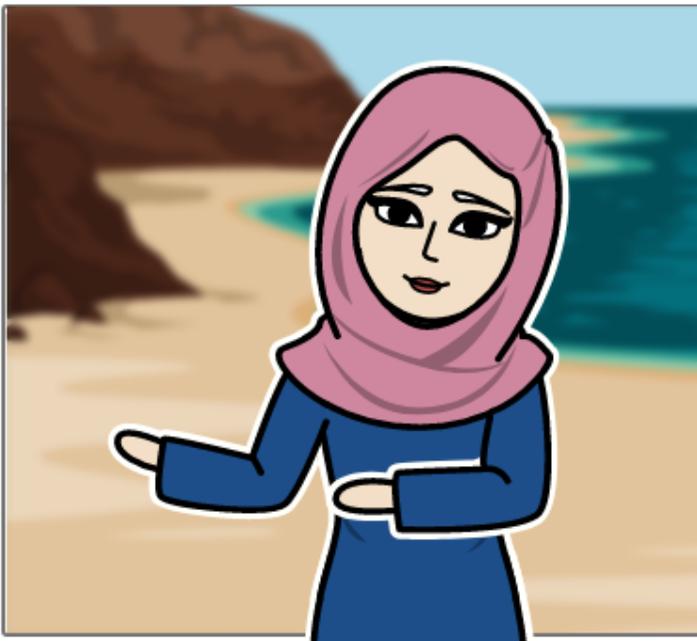


Figure 64: Mid shot

### Mid shot (MS)

Mid shot displays the subject in a more detailed state and can display the subject's expression clearly and part of the surrounding situation. It also use for dialogue and important scene.

# VIDEO:

## Type of shot

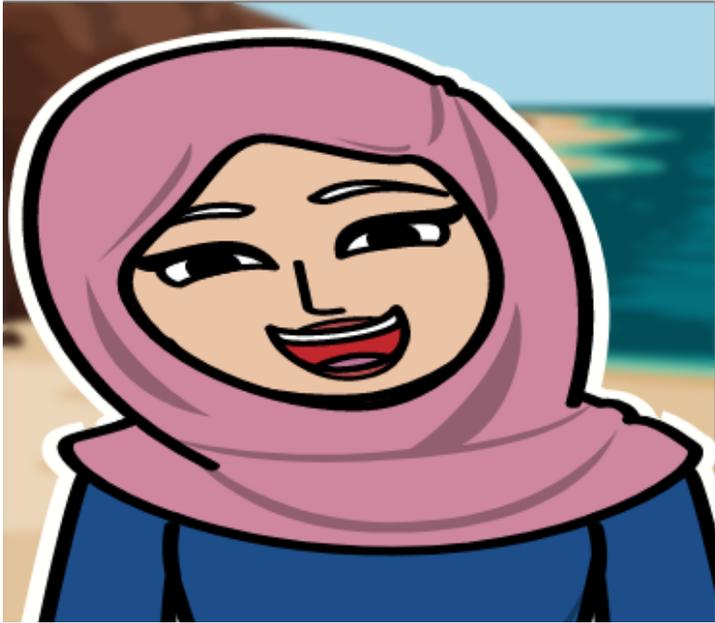


Figure 65: Close up

### Close up

A shot in which a person or item is firmly framed and display the most detailed of expression and emotion .

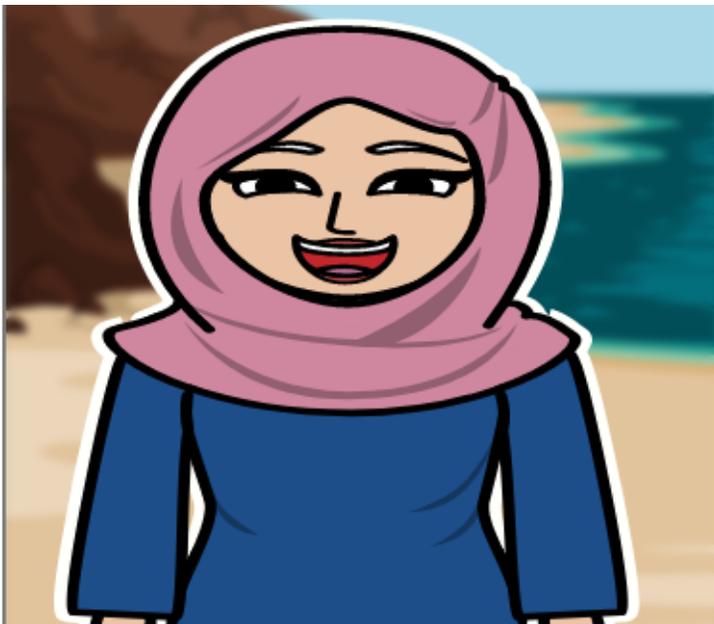


Figure 66: Medium Closeup

### Medium Closeup

Half way between Mid Shot(MS) and Close Up (CU) .

# VIDEO:

## Type of shot

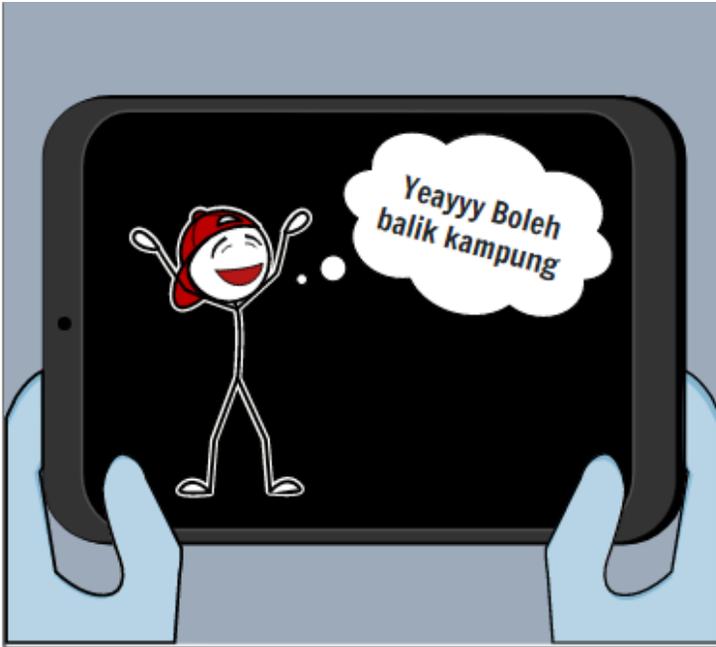


Figure 67: Cut in

### Cut in

Show some other object in detail.



Figure 68: Over the shoulder shot

### Over the shoulder shot

Looking from behind a person at the subjects.

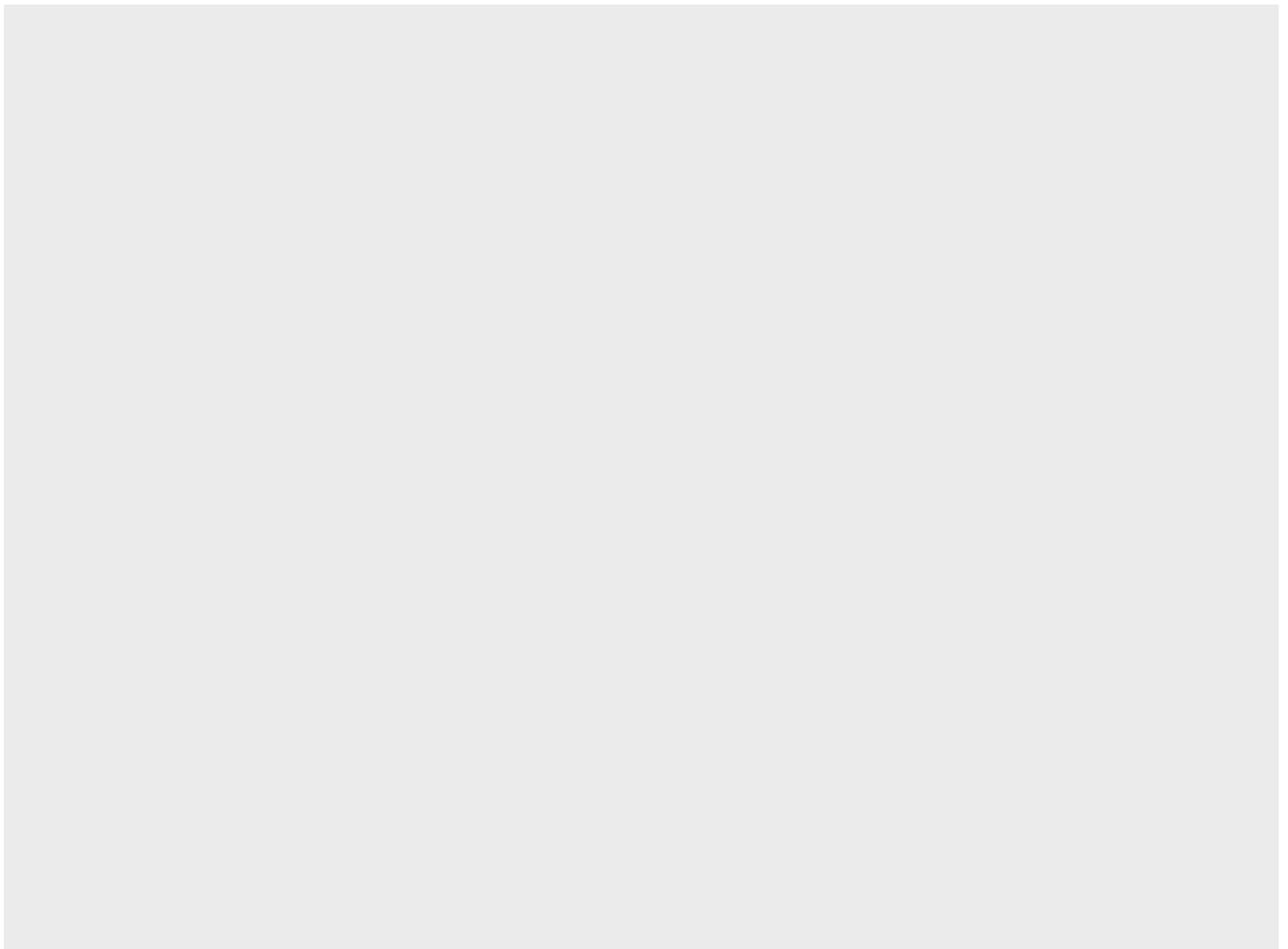
# **KEY TERM EXERCISE**

**PRACTICE MAKE PERFECT**



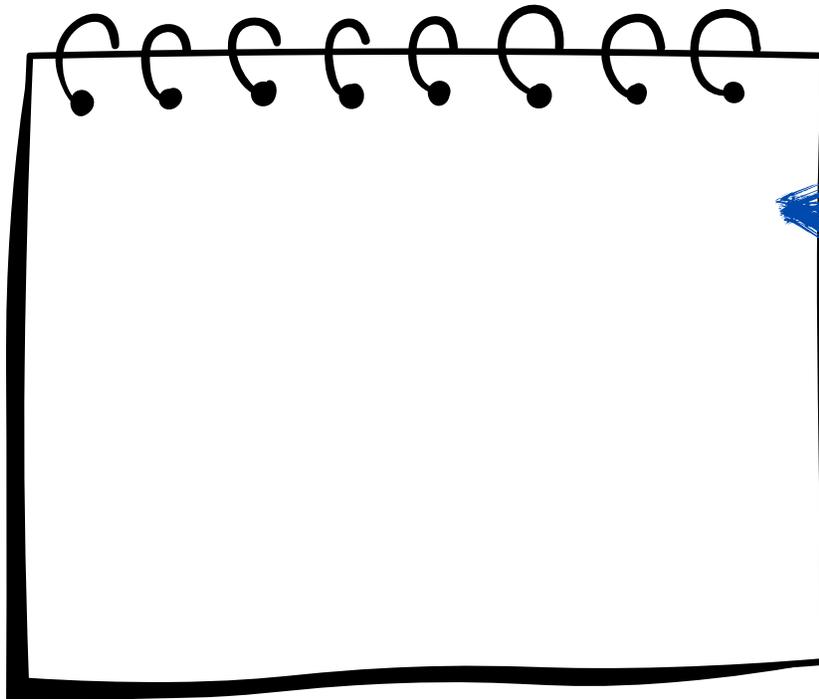
# Key Term Exercise

1. Video is a digital format for \_\_\_\_\_, duplicating, playing back, \_\_\_\_\_, and displaying moving images.
2. Video work when \_\_\_\_\_ reflected from an object \_\_\_\_\_ through a video camera \_\_\_\_\_, a specific sensor known as a \_\_\_\_\_ device converts the light into an electrical signal.
3. List down the steps to make a storyboard.

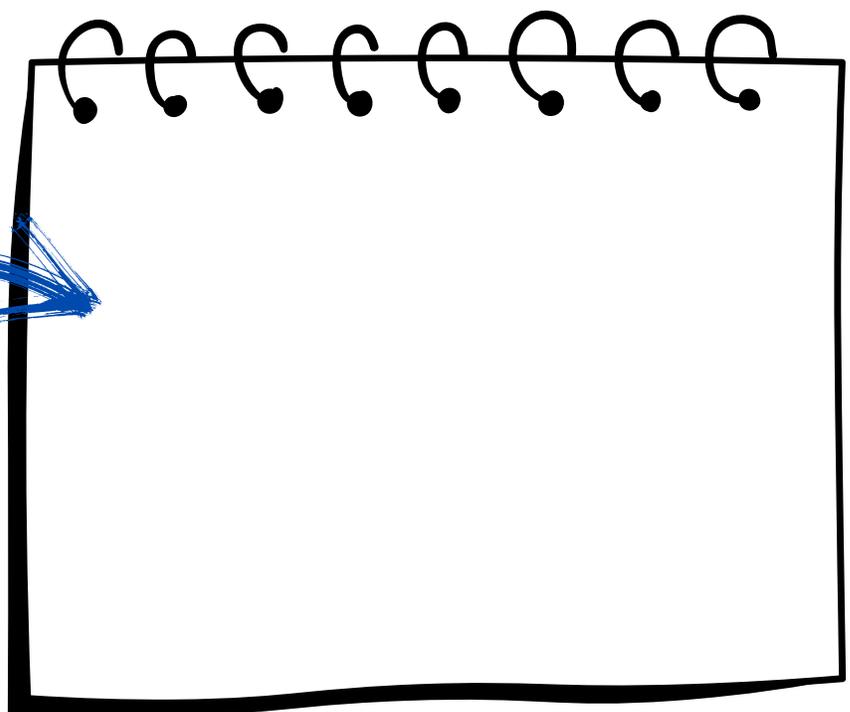


# Key Term Exercise

4. Find the related video to the type of video below using internet. Print screen and paste in the space provided:



**Screencast video**



**Photo montage**

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## Icon

[www.pexels.com](http://www.pexels.com)

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[www.freepik.com](http://www.freepik.com)

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