Hypermedia & Multimedia

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Hypertext and Multimedia

A form of communication that uses different content forms into a single interactive experience.	**Multimedia**
A type of multimedia that include links to navigate between different types of media. Also is an extension of hypertext.	**Hypermedia**
A software system that links topics to related information using a point-click method.	**Hypertext**

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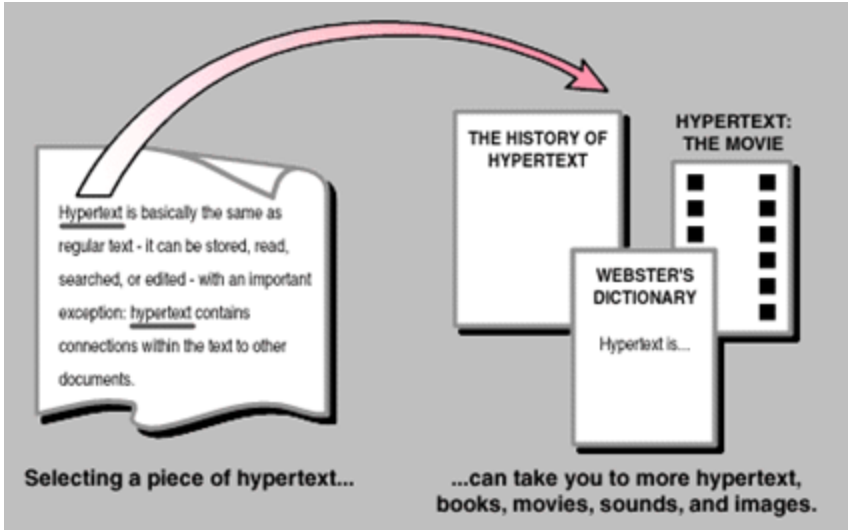
Hypertext

Text!

Uses Hyperlinks to navigate!



Predates Internet and World Wide Web!

Nonlinear!

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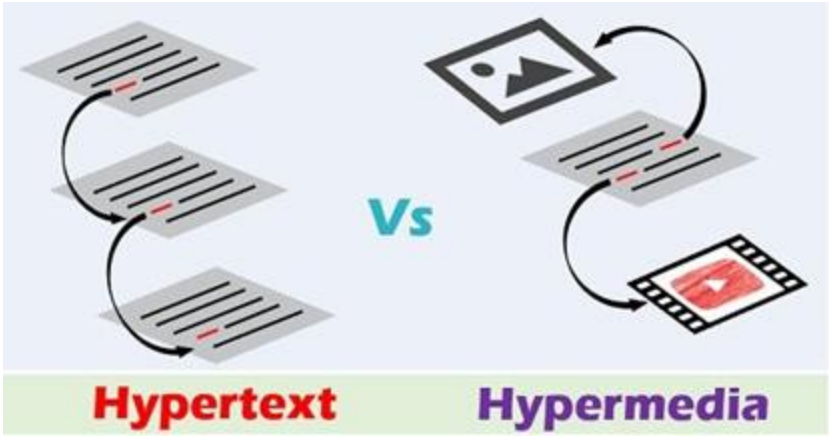
Wikipedia on Hypermedia

Most hypermedia is delivered through electronic pages and systems such as web browsers. Which differs from multimedia that has the absence of hyperlinks.



An extension of hypertext that adds graphics, audio, and video.

Hardware, software, and connection speed all had to improve in order for hypermedia to be possible.

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Vannevar Bush's idea: MEMEX

- First idea in 1939 about a file and library system that later on would be the format of Hypertext (which was first used in an article by Ted Nelson).
- Inspired by rapid and accessible knowledge.
- Created the image of a system for storing and retrieving data in a orderly manner. Calling it "memex" from the combination of the words memory and extender.

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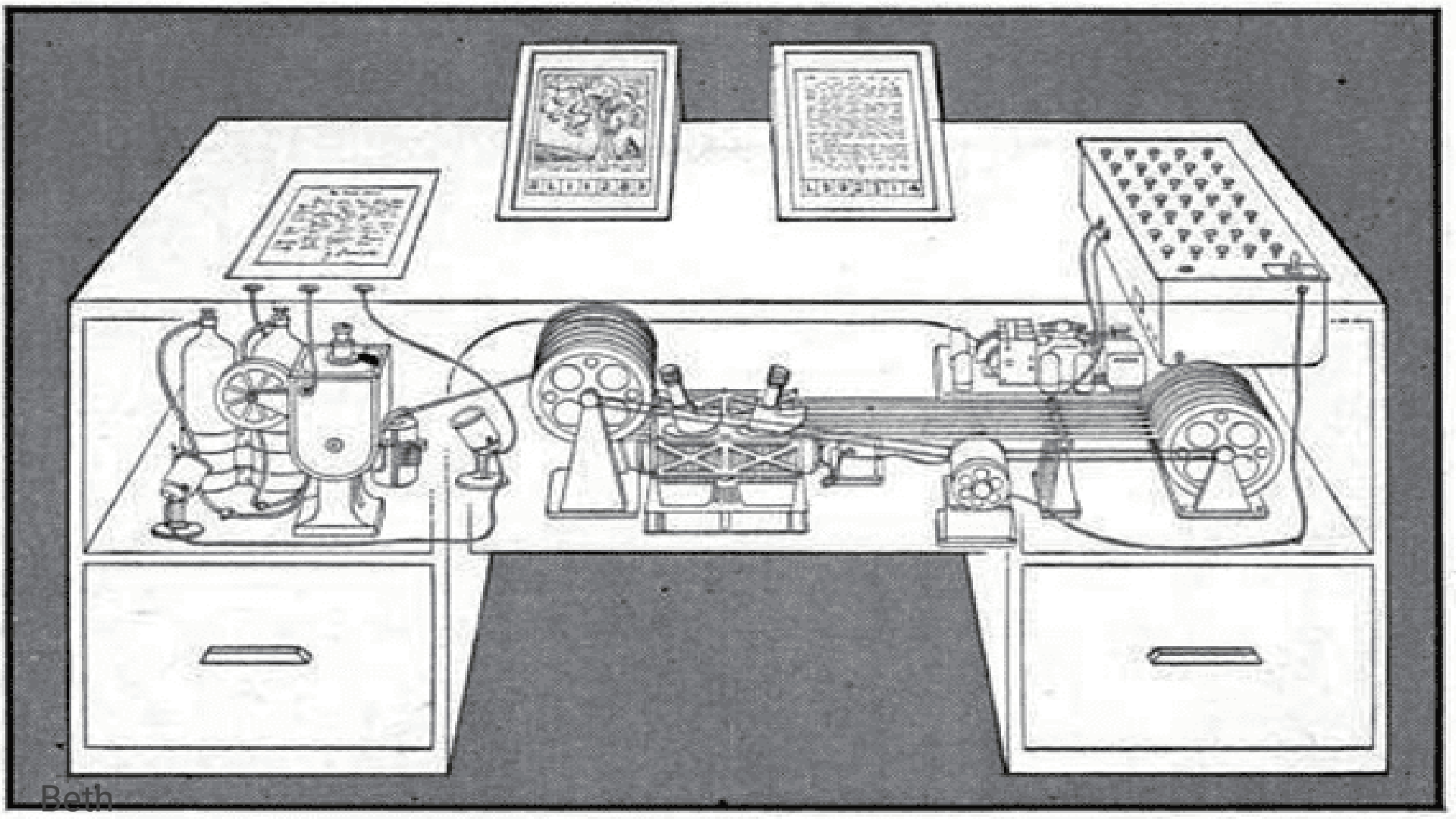

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Gopher

A communication system that was text only designed for sharing, searching, and retrieving informational documents.

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Aspen Movie Map

- Arguably it is the first form of multimedia.
- Early hypermedia project produced in 1978-79 at MIT.
- Virtual tour of Aspen, Colorado.
- Department of Defense was interested in the movie map because of its military potential!

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HyperCard

A software application and development kit that combines a flat-file database (hence the name card) with graphical and modifiable interfaces.

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HTML: Hypertext Markup Language

```
<!DOCTYPE html>
<html>
  <head>
    <title>First Website!!</title>
  </head>
  <body>
    <h1>Hello World!</h1>
  </body>
</html>
```

Is the basic language and building block in building a web page, especially hyperlinks.

Defines the structure of the web page.

Uses this structure or known as “markups” in order to annotate any kind of text or image using special elements.

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Why is Multimedia Important?

- For many reasons!
- Information, Communication, Education, Business, Projects, and of course Entertainment.
- Easy access to high quality content for the aspects above at a cost effective price.
- To Improve.

Forms of Multimedia

Images

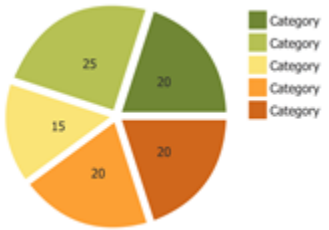
Pictures mean many things when it comes to describing something.

Infographics

Visual representation of data and can be interactive.

Graphics

Charts, tables, and animations.



Videos

Users stay on a site more likely if it has a video.

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Streaming Media

Types

- Netflix
- Hulu
- Youtube

There are many types of streaming medias, which are different way of watching people or movies. The 3 listed are the top 3 medias used among our generation. The level of entertainment has changed drastically throughout history.

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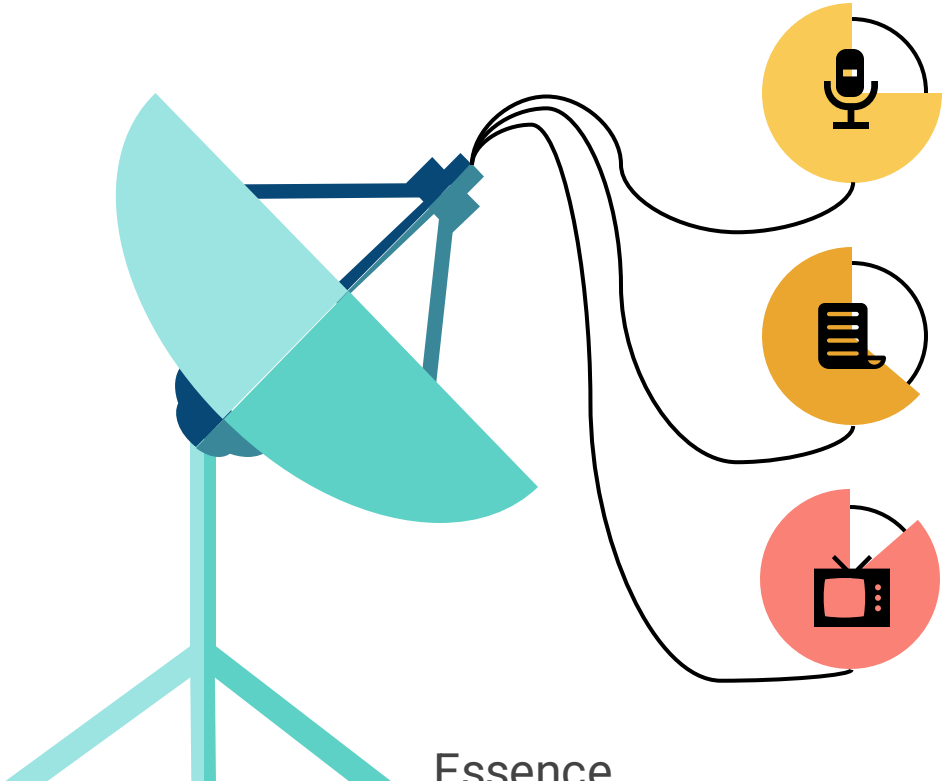
Cable and VCR's



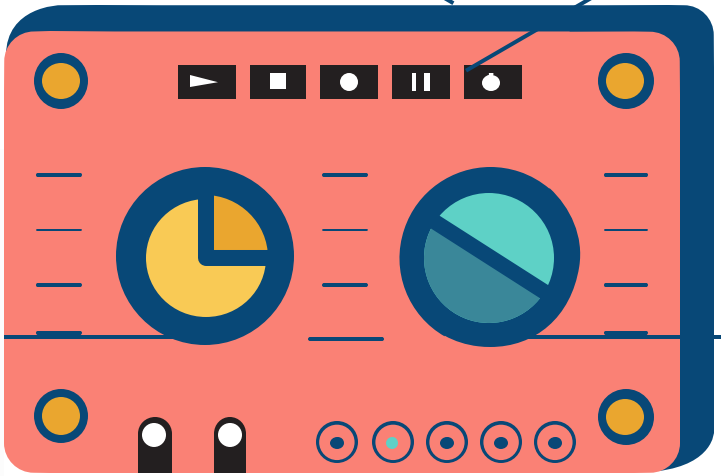
Cable became available in American in 1948 with multiple television channels. This took a big hit having over half of the country receiving cable tv. The more channels added over time, the more families creating their subscription.

In 1960s the video cassette recorder became a big hit. Having every movie you want within your very home was popular. SONY's Betamax was the first invented. Movie stores became popular during this decade. Most are all gone now.
https://www.youtube.com/watch?v=nqy_hYDI0As

Music

SONY's Walkman

A walkman was released in 1979 and it is basically the first device that allows you to listen to music wherever you go, right on your hip by tape.



IPod

An Ipod was invented by Apple in 2001. This high tech device allows you to listen to a wide range of music electronically. This form of MP3 player shook the world, and Apple took off from there.

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Media Formats

First Media

Smoke signals, cave drawings, sand drawings

Printed Media

Includes books, magazines, menus

Computer Info

Includes hard drives, USB drives, computer disks, DVDs, etc.

Long lasting

Gravestones, artifacts, museums as a whole

Audio

Includes radio, music, podcasts

Visual

Videos, movies, television shows, youtube, pictures

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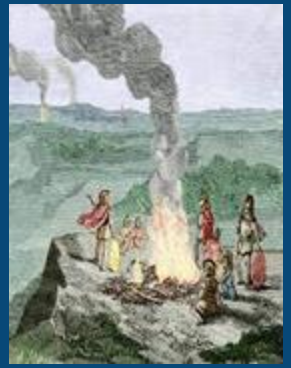
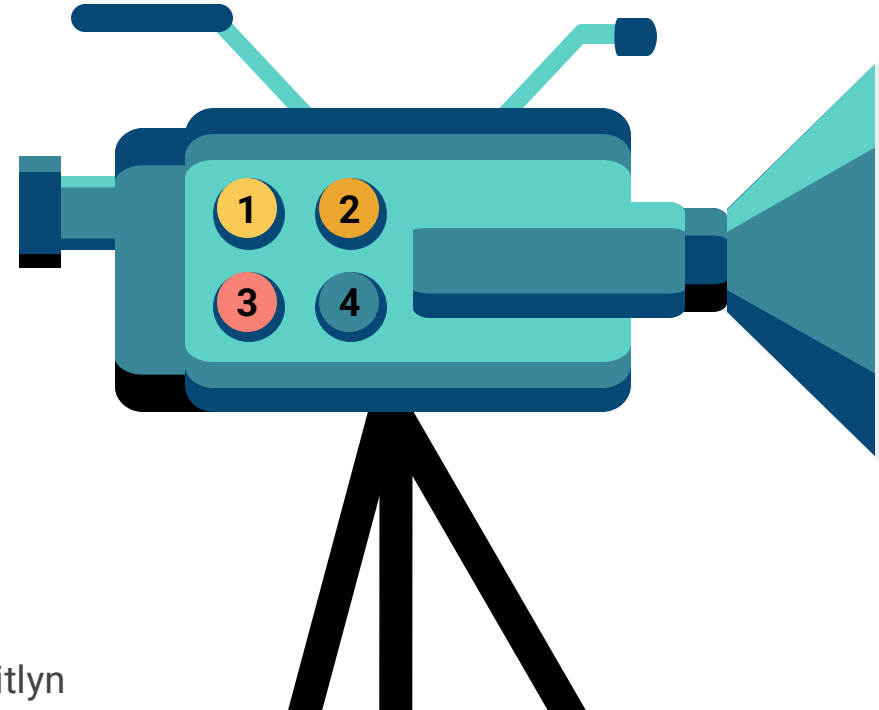
Examples of Media Formats



Media in the Classroom



Chalkboard: a blackboard (or green board in some cases) that was used in many classrooms from 1801 to the 1970s **1**

Mimeograph: a machine that makes copies of something using a stencil and ink, paper is fed into it **2**

Punched Card: a piece of paper that is fed into a machine where holes are punched into it that store data **3**

Opaque Projectors: a device that projects a bigger image onto a screen; shines a bright light down, prism reflects it **4**

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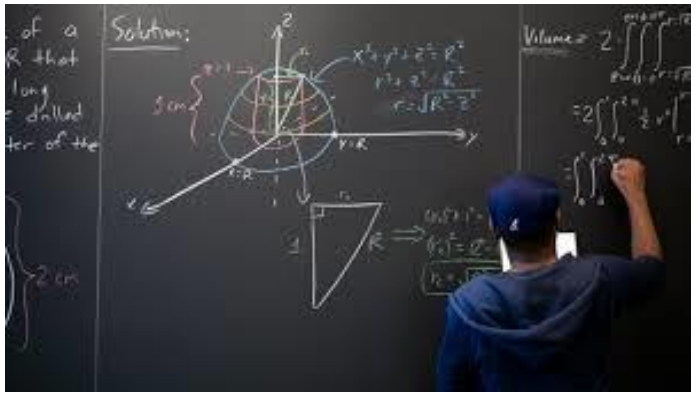
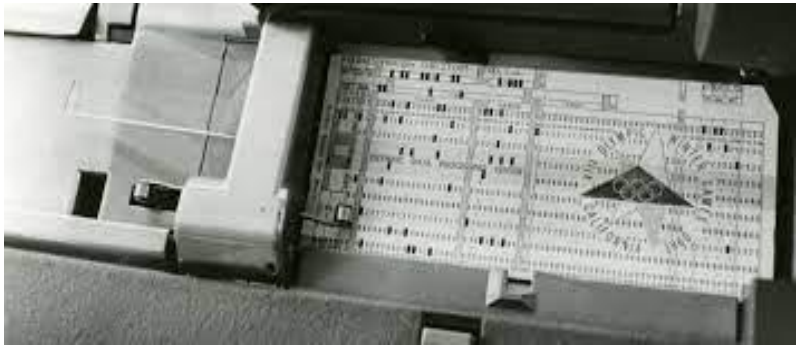
Examples

1



2

3



4

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More Media in the Classroom

Overhead Projectors: a piece of paper is placed on top of the projector and light is projected from underneath and a mirror reflects the contents of the paper onto a screen

1

Slide Projectors: a device that uses the same types of lights and prisms but projects slide disks instead of paper

2

LCD Projectors: a newer type of projector that projects images and videos from a computer or other smart devices using cables, bluetooth, or wifi

3

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Types of Projectors

Overhead Projector

Slides Projector

LCD Projector

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The Nostalgia of Overhead Projectors Video

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MEMES!!!!

- Memes used to be another word for a gene getting passed on, then turned into a joke.
- Internet memes started out as just pictures with captions over them and then videos turned into “memes” or someone would use a picture to describe how they were feeling without a caption.
- Pretty much anything that is seen as a joke can be a meme or even if it’s not funny to some people, it is still a meme.

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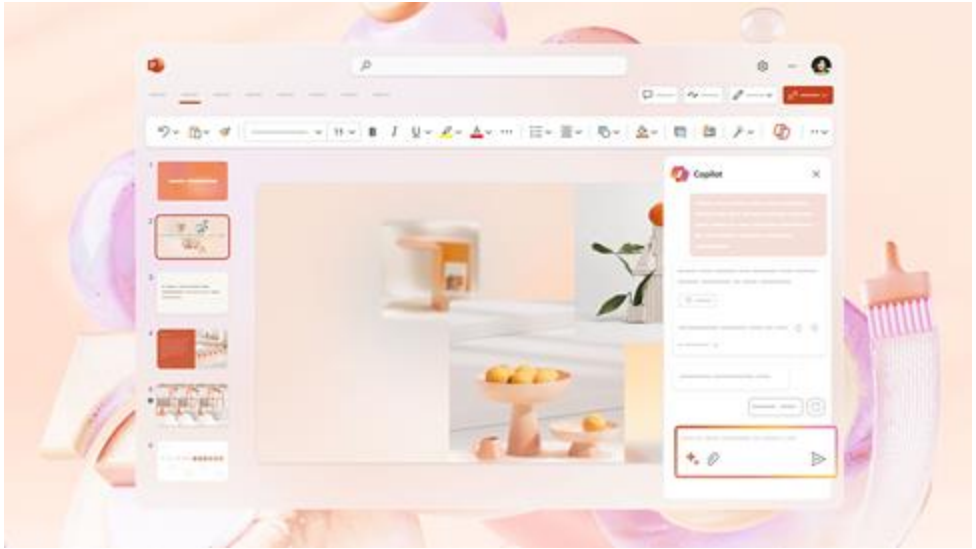
Powerpoint



- Started with the name “Presenter” then was bought by Microsoft in 1987.
- There is a Windows version and a Mac version
- There is now a Powerpoint live where you can present your powerpoint in front of viewers.
- Google slides was invented in 2006 where it automatically saves your powerpoint and has very similar qualities to powerpoint.

Paved the way for these programs!!

Prezi

visme

Canva

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How to have a Good Presentation

- Set an engaging tone
- Create readable and eye pleasing slides
- Don’t overload your audience with too much information
- Be a good presenter
- Be prepared for glitches
- Have Fun!

https://www.youtube.com/watch?v=S5c1susCPAE

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Credits

https://lightform.com/blog/the-history-of-projection-technology
https://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media/
https://www.nytimes.com/2022/01/26/crosswords/what-is-a-meme.html
Hypermedia - Wikipedia
The Aspen Movie Map: Early Interactive Computing and Virtual Reality : History of Information
Importance of Multimedia | Frndzzz.com
http://edkardas.com/Courses/CogSci/hypermultimedia.html

THANKS
FOR WATCHING