

**UNIT I INTRODUCTION 7**

Introduction to Multimedia – Characteristics – Utilities – Creation -Uses – Promotion – Digital Representation – Media and Data streams – Multimedia Architecture – Multimedia Documents

**UNIT II ELEMENTS OF MULTIMEDIA 11**

Text : types – font - Unicode standard - text compression - file formats. – Image: types - image processing – standards - specification - device independent color models - gamma correction - file formats – Video :video signal transmission - signal formats - broadcasting standards - digital video standards - PC video - video file formats – Audio : acoustics - characteristics of sound - elements of audio system – microphone – amplifier – loudspeaker - audio mixer - digital audio - MIDI – Graphics – components of graphics system, co-ordinate system – plotter - Intro to 2D & 3D Graphics -surface characteristics and texture - lights – Animation :key frames & Tweening, techniques, principles of animation, 3D animation, file formats.

**UNIT III MULTIMEDIA SYSTEMS 9**

Visual Display Systems – CRT - video adapter card - video adapter cable – LCD – PDP - optical storage media - CD technology - DVD Technology - Compression Types and Techniques – CODEC - GIF coding standards - lossy and lossless – JPEG - MPEG-1 - MPEG-2 - MP3 - Fractals – MMDBS

**UNIT IV MULTIMEDIA TOOLS 9**

Authoring tools – features and types - card and page based tools - icon and object based tools - time based tools - cross platform authoring tools - Editing tools - text editing and word processing tools - OCR software - painting and drawing tools - 3D modeling and animation tools - image editing tools -sound editing tools - digital movie tools – plug -ins and delivery vehicles for www

**UNIT V MULTIMEDIA APPLICATION DEVELOPMENT 9**

Software life cycle – ADDIE Model – conceptualization – content collection and processing – story – flowline – script - storyboard - implementation - multiplatform issues – authoring – metaphors – testing – report writing - documentation - case study: -Web Application – Console Application – Distributed Application – Mobile Application - games consoles – iTV – kiosks – education

**TOTAL = 45****TEXT BOOKS**

1. Parekh R “Principles Of Multimedia” Tata McGraw-Hill, 2006.
2. Ralf Steinmetz, Klara Nahrstedt, “Multimedia: Computing, Communications and Applications” Prentice Hall, 1995.

**REFERENCES**

1. Tay Vaughan, “Multimedia: Making It Work” McGraw-Hill Professional, 2006
2. Deitel & Deitel “Internet & World Wide Web How to Program”, Fourth Edition – Prentice Hall, 2008.