**Creative Digital Media Production Unit 1: Lesson 3**

What does multimedia mean?

Multi = Many, Media = Products that reach a wide audience like music or films.

Therefore, a multimedia device is a device that plays different forms of media.

List some different multimedia devices (use pictures too!)...

|  |  |
| --- | --- |
| Mobile phones | Xbox One |
| Computer | Smart TV |
| Tablets (iPad) | iPods |
| Image result for iphone 7 | Image result for xbox one |
| Image result for imac | Image result for ipad pro |
|  | Image result for ipod |

What are the benefits of multimedia devices?

|  |  |
| --- | --- |
| Benefit | Example |
| Immediacy | On demand media, instant messaging |
| Access | User-friendly, inexpensive |
| Convenience | User-friendly, free or cheap, global |
| Portability | Movement & flexibility, always connected |
| Connectivity | Social networks, global village |

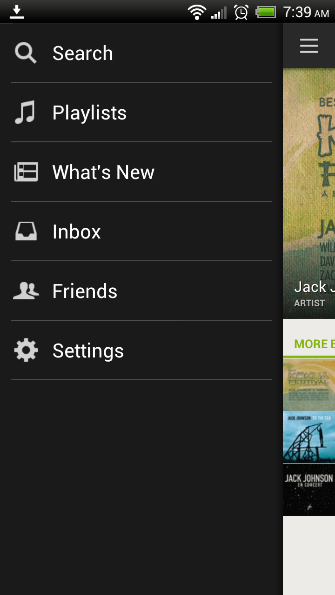
What are the two functions multimedia devices that will appeal to the users?

|  |  |
| --- | --- |
| Personalisation & Interactivity |  |

|  |  |
| --- | --- |
| Personalisation | Interactivity |
| Logging in, usernames, avatars | Level of control, activity or game-play |
| Digital TV menus, hard disc video recorders | User-generated content, digital editing |
| Adapting interfaces | Hyperlinks/web addresses, uploads and downloads |
| Font features | Texting and emailing to participate |
| Music playlists | ‘Red button’ and TV menus |

What are the benefits of these features?

You have been tasked with designing a radio and music multimedia app.

The app needs to appeal to the target user (15-30 year olds) and feature options that allow interactivity and personalisation.

You should aim to create concept art for what each interface for the app would look like and annotate what functgions buttons have. You can use photoshop to create your interface designs and annotate them on Word or PowerPoint.

Once complete upload to Weebly.