

Principles of Interactive Multimedia



DR. SUSAN CODONE

Principles of Interactive Multimedia



- Media with rich graphical and textual elements along with video and/or sound
- Hosted or delivered by a CD ROM, website, projector (movie) or other form of delivery like an iPhone.
- Typically user-centered
- Ability to be browsed and/or navigated

Principles



- **Typically defined by user control**
 - User controls path via navigation
 - User controls time in program and exit time
- **Media is more illustrative and metaphorical**
 - Communicates messages through graphics
- **Addresses multiple modalities, or type of information transfer**

Principles



- **Usually has an orienting effect for user**
 - Providing help
 - Illustrating navigation and program features
- **Linear or non-linear**
 - Linear like a page turner, non-linear with random features

Principles



- **Promotes encoding of stimulus by dual coding**
 - Dual coding means bringing information in on two channels at the same time; increases transfer to long-term memory
 - Involves graphics (one coding) and text (one coding) or other combination of media formats
- **Promotes active learning through use of multimedia**

Examples



- Nasa Mars Program
- Froguts
- Video Cameras
- Microwaves
- Medical
- Medical
- Medical