

# Multimedia Technology

## Multimedia Authoring

An author of a written publication faces the challenge of putting together a group of words, sentences and paragraphs to form a cohesive thought. But as we have discussed in previous lectures, multimedia development involves the incorporation of many forms of media types. These media types only become a *harmonious production* when properly orchestrated.

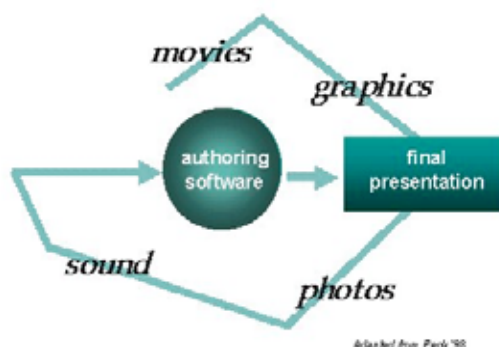
Country	Production quantity tones/year
U.S.A.	10,000
H.K.	5,000

The way these files become properly orchestrated is through authoring software. As the word authoring suggests, this software is used to develop a 'story'. Authoring software allows the development of a multimedia production by *coordinating the various media types into a production*. Instead of writing text for a book or publication, you are writing, composing and assembling files for presentation on a computer. HUI CHIT HIN HINSON

## Role of Authoring Programs

Authoring programs allow the following operations:

- 1) *produce* content with paint, text & animation tools;
- 2) *design* screen layouts using templates;
- 3) *create interactivity*;
- 4) *incorporate* text, sound, video, animation & graphics;
- 5) *create hyperlinks*;



Basically, authoring software allows you to take previously-prepared graphics, sounds, animation and movies, and place them under the control of one software program.

Your external files don't necessarily become a part of the authoring software, but rather are controlled by the authoring software. For example, digital movies are traditionally very large files; when a movie is placed into the authoring program, it is usually linked to the original file, not re-created.

\*End \*