

# Software for Multimedia Creation

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## Defining Multimedia Presentations Cont'

- A multimedia presentation consists of a set of media objects (such as images, text objects, video clips, and audio streams) presented in accordance with specifications of when the object should be presented, and specifications where the object should be presented (screen).
- The question then is what is multimedia learning?

# Examples of Multimedia Resources

## Texts and graphics

- They are tools that allow you to combine written resources and static or moving images.
- Their objective is usually the communication of specific topics through slides or interactive presentations.
- Here you will find tools such as Prezi, Diagrams, Slideshare, Mural, Mindmap, Infogram, Issuu, among others.

# Examples of Multimedia Resources Cont'

## Audio

- This group of tools allows the production, editing and transmission of audio files.
- Here we find platforms such as Soundcloud, Spreaker, Noise for fun and Audacity, among others.

# Examples of Multimedia Resources Cont'

## Video

- They are tools that allow you to record, edit and share video.
- Platforms such as YouTube, Tik Tok, Wideo, Moovly, Kinemaster and Videscribe, among others, are part of this group.

# Examples of Multimedia Resources Cont'

## Animation

- The tools to generate animations allow to give movement to static images, add audio files and text.
- An animation is a video whose content tends to be caricatured.
- Some examples of platforms where animations can be made are Powtoon, Go Animate, Make Web Video, Animaker and Explee, among others.

## Examples of Multimedia Resources Cont'

- All other resources that, through the combination of various media, manage to transmit information to wide and dispersed audiences fall into this category.
- For the academic field, some examples of platforms are Moodle, Blackboard, Canvas and Astria.

# Examples of Multimedia Software

- **GStreamer** – open source multimedia framework. LGPLed. It is supported by many gamers, including gst123.
- **Kdenlive** – open source video editor (GPLv2 +), based on the KDE frameworks.
- **Final Cut Pro** – Series of video editing software programs.
- **Inkscape** – professional-quality vector graphics software that runs on Linux, Mac OS X, and Windows desktop computers.

# Examples of Multimedia Software Cont'

- **MediaMonkey** – digital media player, allows to organize and play audio in Microsoft Windows operating systems.
- **Moviemaker** – Microsoft video editing software. It was part of the Windows Essentials package. examples of multimedia presentation.
- **Mplayer** – mainly command line media player that supports many formats. It has a spartan interface, but it comes with some GUIs. Open source (GPLed) and multiplatform.

## Examples of Multimedia Software Cont'

- **MPV** – mplayer fork with some improvements, and which is in active development. Open source (GPLed) and multiplatform.
- **OpenShot Video Editor** – Open source (GPLv3) video editor written in Python.
- **Picasa** – discontinued image organizer. Image viewer, with the ability to organize and edit digital photos.
- **Vegas Pro** – video editing software package.

## Examples of Multimedia Software Cont'

- **VLC** – open source cross-platform media player that plays most multimedia files and has a friendly user interface.
- **VLMC (VideoLAN Movie Creator)** – open source and cross-platform (GPLv2) video editor from the VideoLAN project (which also develops the VLC player).
- **Windows Media Player** – Windows exclusive media player exclusively for Windows. .ex

# Examples of Multimedia Software Cont'

- **Adobe Premiere Pro** – proprietary and commercial video editor for Mac OS X and Microsoft Windows. It includes:
  - Adobe Illustrator.
  - Adobe Photoshop.
  - Adobe InDesign.
  - Adobe Premiere.
  - Adobe After Effects.

# Differences between office automation tool and multimedia resource

## Office automation

- Office automation are necessary tools to perform tasks within an office or bureaucratic environment. For this, it uses tools that allow the edition, generation, transmission and storage of information in digital formats.
- The main objective of office automation tools is to allow workers to manipulate and understand digital information in an efficient and simple way.

# Differences between office automation tool and multimedia resource

- Additionally, these should allow workers to carry out their tasks by creating and editing files in various native formats for each tool.
- Microsoft office or Google docs are examples of office automation tools.

# Differences between office automation tool and multimedia resource

## Multimedia resources

- On the other hand, multimedia resources can operate both inside and outside the work context, since their communicative and interactive essence is broader.
- In general, these are not limited to the use of a native software extension, and can be saved in numerous types of formats.

## Differences between office automation tool and multimedia resource

- In relation to their flexibility, multimedia resources allow the use of multiple means of representation, expression and exchange of data, since they are based on the idea of interactivity for the assimilation of content.
- Additionally, multimedia resources generate the necessary conditions so that users can navigate through their content, beyond the passive gesture of understanding information through reading.

# Differences between office automation tool and multimedia resource

- Despite their differences, multimedia resources are useful within work contexts, where the use of office tools prevails.
- Its use allows to present work content in a striking way, incorporating sounds and animations, where previously only texts were found.

# Basic Rules for the Creation of Multimedia Presentation

- Create Dramatism : It is important to keep the attention of the receiver, therefore, it is necessary to create “unexpected elements that cause the surprise of the audience”
- Interact with the audience : It is important to make the public feel part of the presentation, through questions, opinions, among others.

# Basic Rules for the Creation of Multimedia Presentation

- Structure simple and clear :is important use a simple and didactic way to explain the topic to the audience.
- Text : It is important to only include the necessary text, and as far as possible, summarize it. examples of multimedia presentation
- Design criteria: Every presentation must include purpose, development of the theme, coherence, reliability, consistency, readability, cover, titles and subtitles, letter, among others.

# Creating Multimedia Presentations

- You must use at least three colors, and a maximum of 6
- Vary font size
- Use a maximum of 3 fonts
- Use uppercase, lowercase and bold
- Include images, videos and sounds
- Minimize the number of transition effects
- Insert hyperlinks without underlining (only color change is

# Tools for Multimedia Presentation in the Classroom

- Powerpoint
- Is available within the Microsoft Office Toolkit
- The most advanced version (except for the Office 365 package which is cloud-based) can be purchased with Office 2013.
- supports a greater number of multimedia formats and HD content, and the 'Play in the background' function allows play music while the slides follow



# Tools for Multimedia Presentation in the Classroom

- Prezi
- A multimedia application that dynamic & popular.
- Allows the user works online and has numerous fully editable templates and support materials at his disposal.
- Prezi is based on an extensive workspace in which the elements are positioned freely, without being forced to use the classic slide sequence.
- Has an option for students collaborate in real time

Present over video and keep the human connection when you're working or learning from home

Create inspiring, engaging visuals in minutes, then share alongside them as you present. Revisit to share later or go live with your favorite videoconferencing tools.



For Business

For Educators

For Students

The image shows three examples of Prezi presentations. The first, 'For Business', features a grid of four video thumbnails at the top and a central video of a man with a yellow background. The second, 'For Educators', shows a man with a yellow background containing a list of bullet points. The third, 'For Students', shows a man with a blue circular graphic containing the year '2036'.

# Tools for Multimedia Presentation in the Classroom

- Glogster
- A web2.0 tool which allows the making of posters or online posters in which texts, videos, sounds and other multimedia elements are integrated.



# Tools for Multimedia Presentation in the Classroom

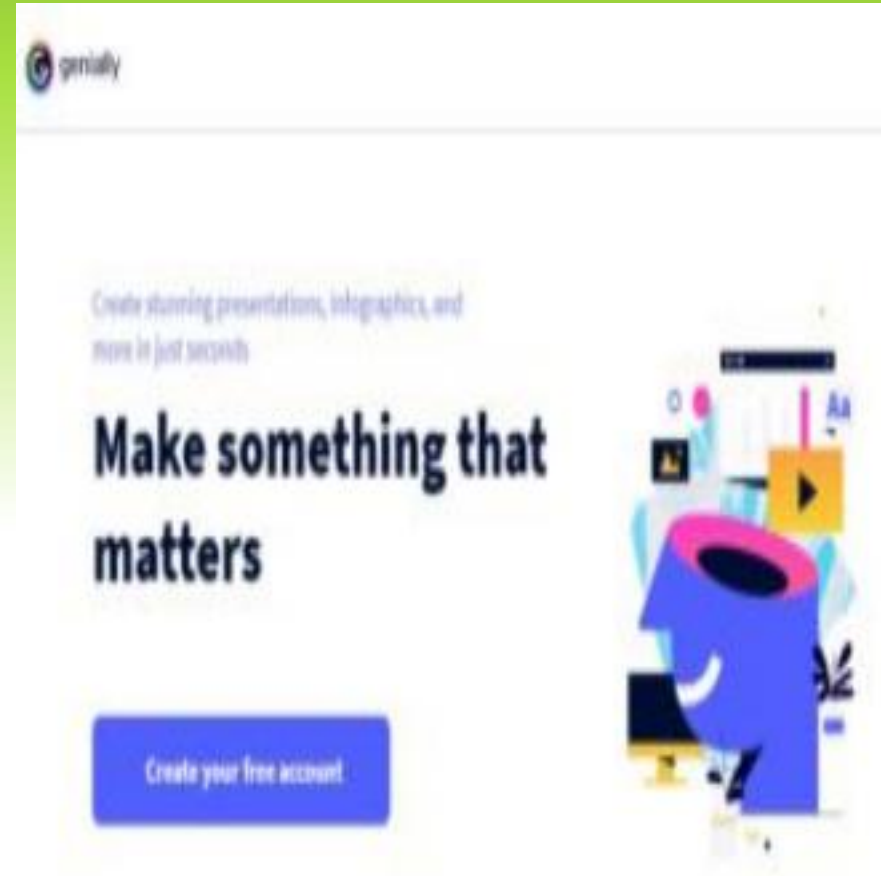
- Bunkr
- It works in the cloud, so multiple users can collaborate simultaneously on the same multimedia presentation.
- In addition, it includes a search engine and there is the option to download them to work with them even when not connected.
- It supports HTML5, so presentations can also be viewed on mobile devices such as tablets.

# Tools for Multimedia Presentation in the Classroom

- Keynote
- Part of the productivity toolkit of Apple's iWork program and since its appearance it has evolved to add new themes, animations, transitions.
- Allows to control a slide show from the iPhone.
- Provide transitions and 3D slide processing or export to different formats such as Flash, QuickTime, PDF and HTML, among other features.

# Tools for Multimedia Presentation in the Classroom

- Genially
- Allows for the creation of illustrative content in which participation, communication and learning are the protagonists.
- Didactic lessons can be more interesting and the teacher can turn their ideas into interactive experiences.



# Tools for Multimedia Presentation in the Classroom

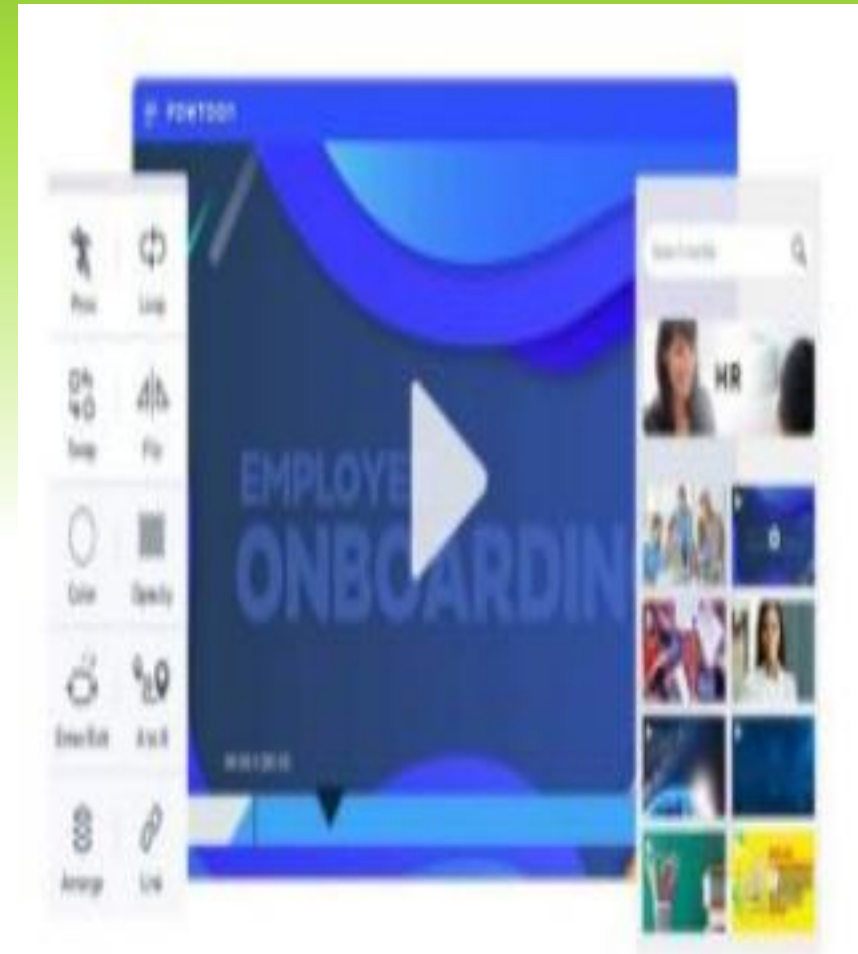
- Flowvella: This iOS application allows teachers to have numerous tools to tell a story through images, texts, videos, links and fun transitions.
- With the presentation templates covered by this program, not only visual exhibitions can be created, but also digital listings, albums or brochures.
- It should be noted that it is not necessary to be connected to the Internet to prepare the presentations.

# Tools for Multimedia Presentation in the Classroom

- Google slides: Has features that allow you to work as a team with other colleagues from the cloud.
- All you have to do is share a link or include the participants with their emails and be connected online to carry it out.
- It has hundreds of themes and fonts that adapt to the needs of each person.
- automatically saved, so the user does not have to continually make sure to store it so as not to lose all the work done.

# Tools for Multimedia Presentation in the Classroom

- Powtoon
- Class guides, attractive panels, explanatory videos and animated slides are some of the functions that this tool incorporates.
- Also has graphics, templates, fonts, colors and other elements that give a more original vision to the presentation.
- Template templates are organized by category (educational area for teaching).



# Tools for Multimedia Presentation in the Classroom

- Haiku Deck
- Minimalism is the most remarkable distinctive feature of this application, since with only a background image, graphics, a title and a subtitle, a multimedia presentation can be created.
- It is ideal for those beginning users who do not know all the news that these technological tools present. It is free and exclusive for iOS devices.