


NCLC 475 Multimedia Research and Project Development



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What is Multimedia?



- Woven combinations of text, graphic art, sound, animation, and video elements (Vaughan)
- An interactive computer mediated presentation that includes at least two of the following elements: text, sound, graphic images, motion graphics, and animation (Tannebaum)

What is Multimedia? (con'd)



- Multimedia is an attribute of a system related to multiple data modalities and interactivity (Gonzalez)
- The combined use of several media, as music and video in computer applications, or radio and newspapers (Random House Dictionary)

Examples of Multimedia



- Scientific data analysis, research and development, experimentation
 - Crash recreation
 - Visual modeling
- Instruction in schools
 - Multimedia encyclopedias
- Business
 - On-line training

Examples of Multimedia

■ Entertainment

- Simulations

- Games

- Hobby References

■ Enabling Technology for people w/ special needs

- Teaching materials for children w/ disabilities

■ Fine arts and humanities

- Museum tours

- Presentations of literature, poetry and drama

Future of Multimedia



- Improvements in VR
- Improvements in AI (Turing Test)
- Sensor devices will become less intrusive
- Improved interaction between user and system (Interactive TV)
- Video telephony/Virtual Conferencing
- Will we become like the Jetson's?

Copyright Issues



- The expansion of worldwide digital networks gives consumers extensive access to audio-visual material
- Unauthorized use leads to financial loss or legal problems for creators
- While universal access is seen as an advancement of our society, laws have been setup to roll back some of this progress
 - Digital Millenium Copyright Act

Intellectual Property

- What is intellectual property?
 - Creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce (WIPO)

More Intellectual Property



- Intellectual property is divided into two categories:
 - Industrial property, which includes inventions (patents), trademarks, industrial designs, and geographic indications of source;
 - Copyright, which includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs

More Intellectual Property



■ Intellectual Property Rights (IPR)

- Is it worth the effort to implement Net-wide detection vs. the growing traffic growth, increasing system and application complexity?
- How does one prove it was their work in the first place . . . (more Napster-like trials)

■ New ethical 'rules' for using digital information are beginning to appear.

Web Resources



- Code of Ethics of the ACM
 - www.acm.org/constitution/code.html
- Code of Ethics by IEEE
 - www.ieee.org/about/whatis/code.html
- Internal Market Directorates-General of the EU -- Media Information Society and Data Protection
 - europa.eu.int/comm/internal_market/en/media/index.htm
- US Copyright Office
 - lcweb.loc.gov/copyright
- World Intellectual Copyright Organization
 - www.wipo.org

In this Class



- There will be very little opportunity to 'borrow' from other people
- When in doubt, please consult ME before turning in work that may include the efforts of others (ESPECIALLY if you do not credit them during your presentation)
- All acts of cheating/plagiarism will be sent to the Honor Board

References



- Congress Passes New Copyright Legislation
 - <http://techedgeradio.com/technotalk-rob1.html>
- World Intellectual Property Organization
 - <http://www.wipo.org/about-ip/en/>
- Copyright and the Internet
 - mason.gmu.edu/~montecin/copyright-internet.htm