

Introduction to Multimedia

- The definition of Multimedia :

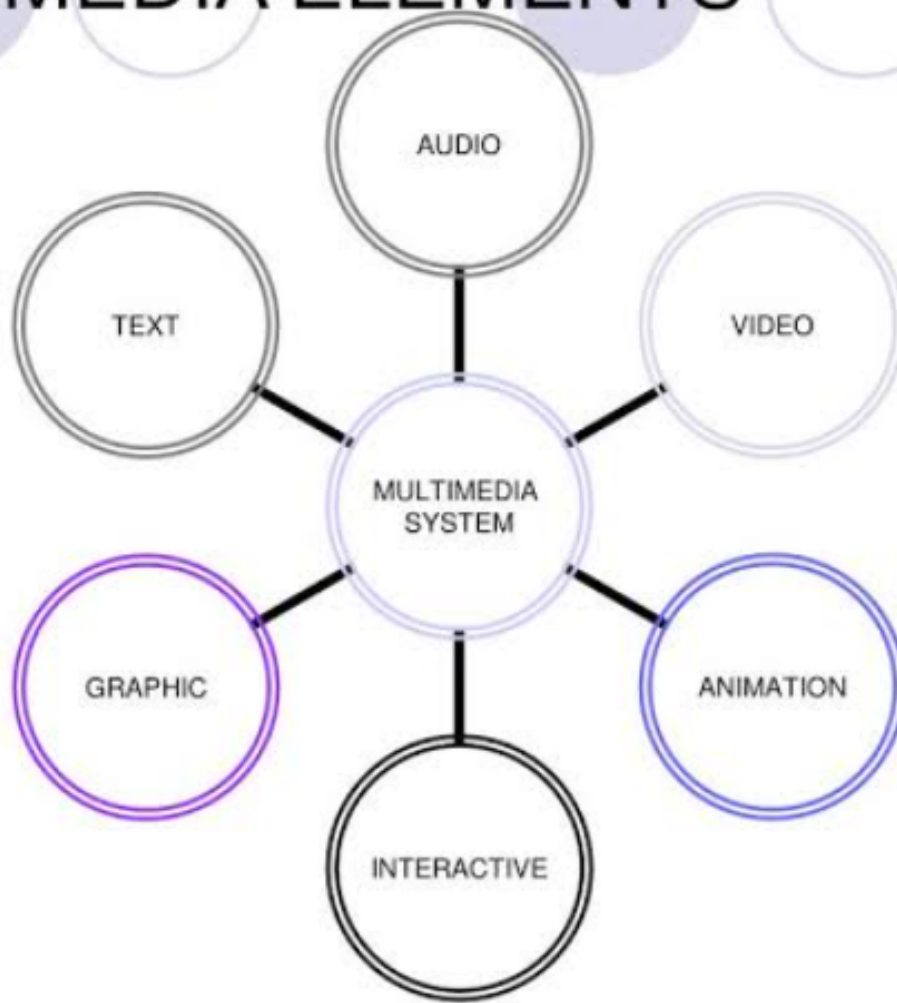
“**Multimedia** is any combination of **text, art, sound, animation,** and **video** delivered to you by computer or other electronic or digitally manipulated means. *A multimedia project development requires creative, technical, organizational, and business skills.*”

Tay Vaughan

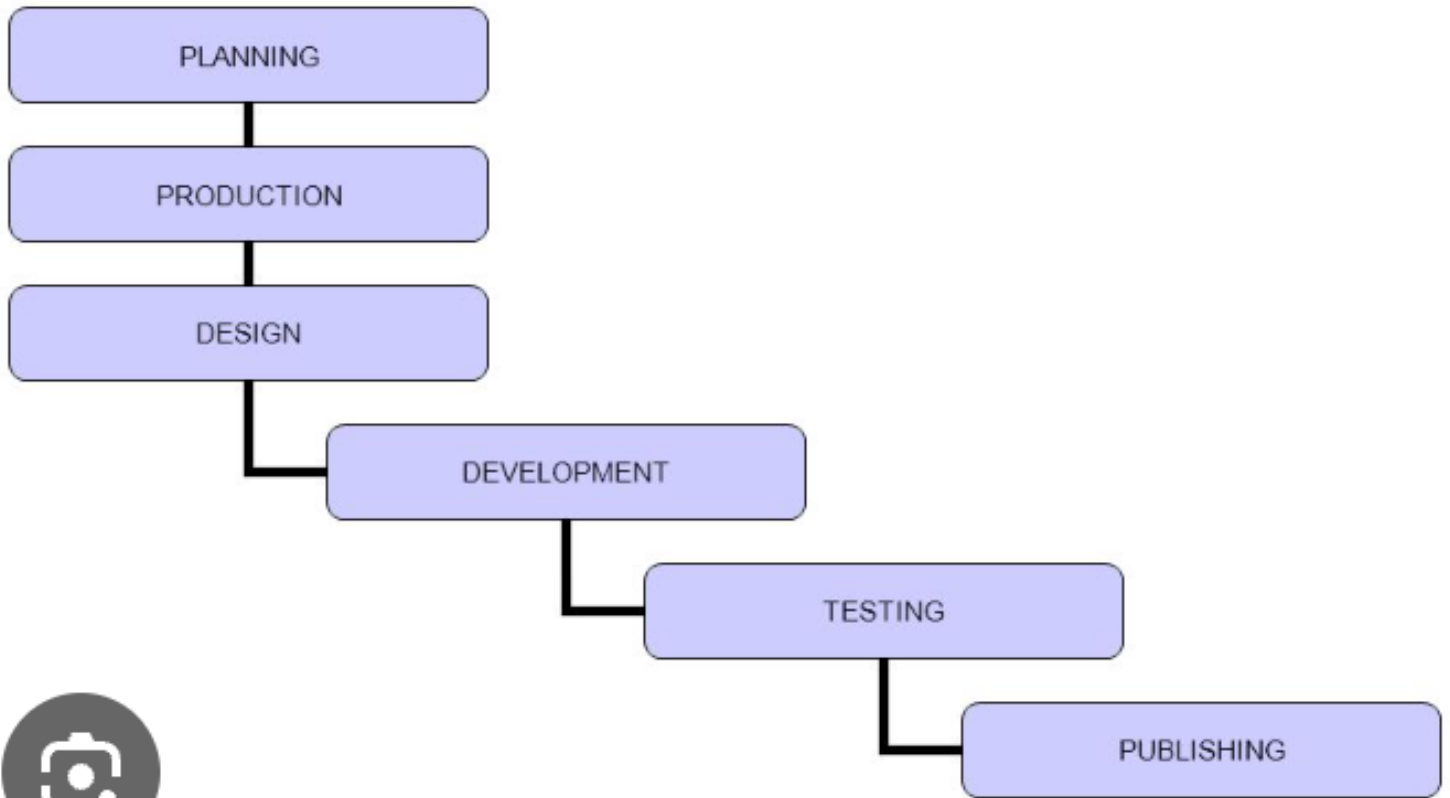
Multimedia : Making it work 8th Ed.



MULTIMEDIA ELEMENTS



MULTIMEDIA PRODUCTION



Business Cluster Analysis



Business Cluster Analysis

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