

Interactive Digital Multimedia

Multimedia products are a big deal.

These can be on computers, on apps or in all sorts of other places.

They are:

- digital
- multimedia
- interactive

Interactive Digital Multimedia

Digital: made on, stored on and/or used by computers

Interactive Digital Multimedia

Multimedia: uses more than one type of media

So, not just text.

By “**media**” we mean a way of presenting information - so text and pictures are both examples of media, as are video or audio.

We **don't** mean social media websites or apps.

Interactive Digital Multimedia

Multimedia: uses more than one type of media

Can include:

- text
- still images
- video
- sound
- animation

Interactive Digital Multimedia

Interactive: the person using the product is in control.

There has to be more than one route through the product - it has to be **non-linear**.

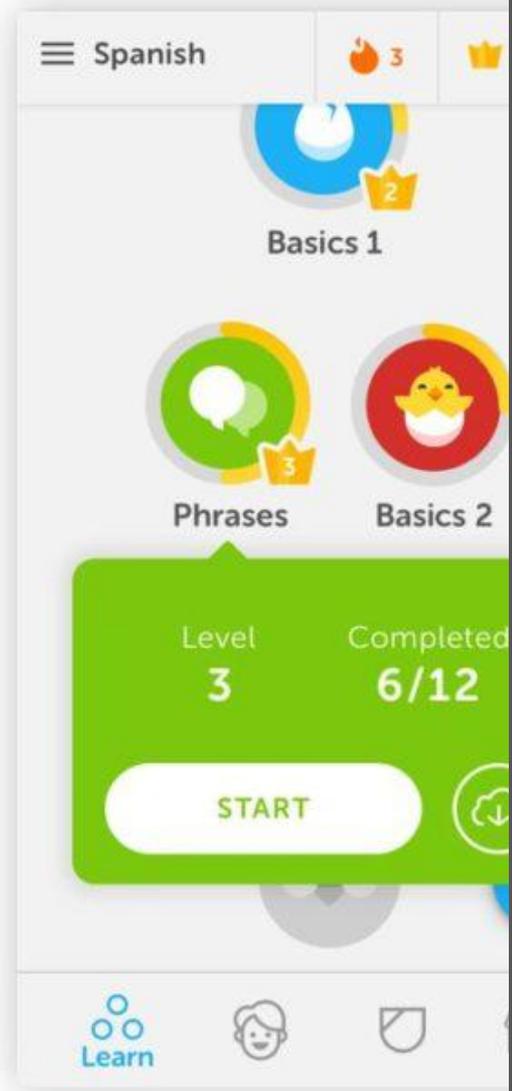
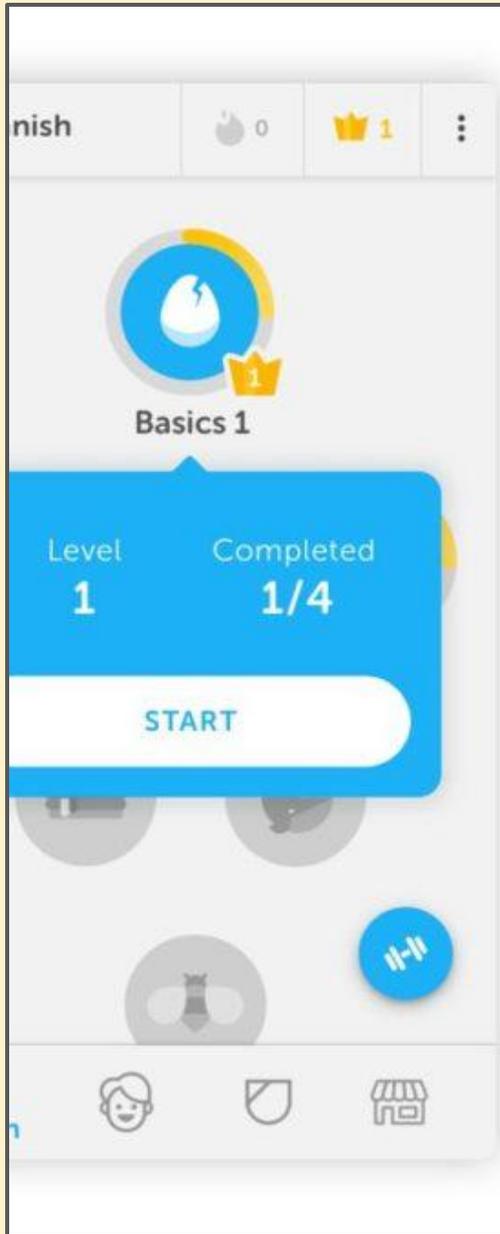
The user has to be able to make choices to create their own route through. They might be able to go back to the start. It can't just go in the same order each time.

Interactive Digital Multimedia

Interactive Digital Multimedia products are used for all sorts of things...







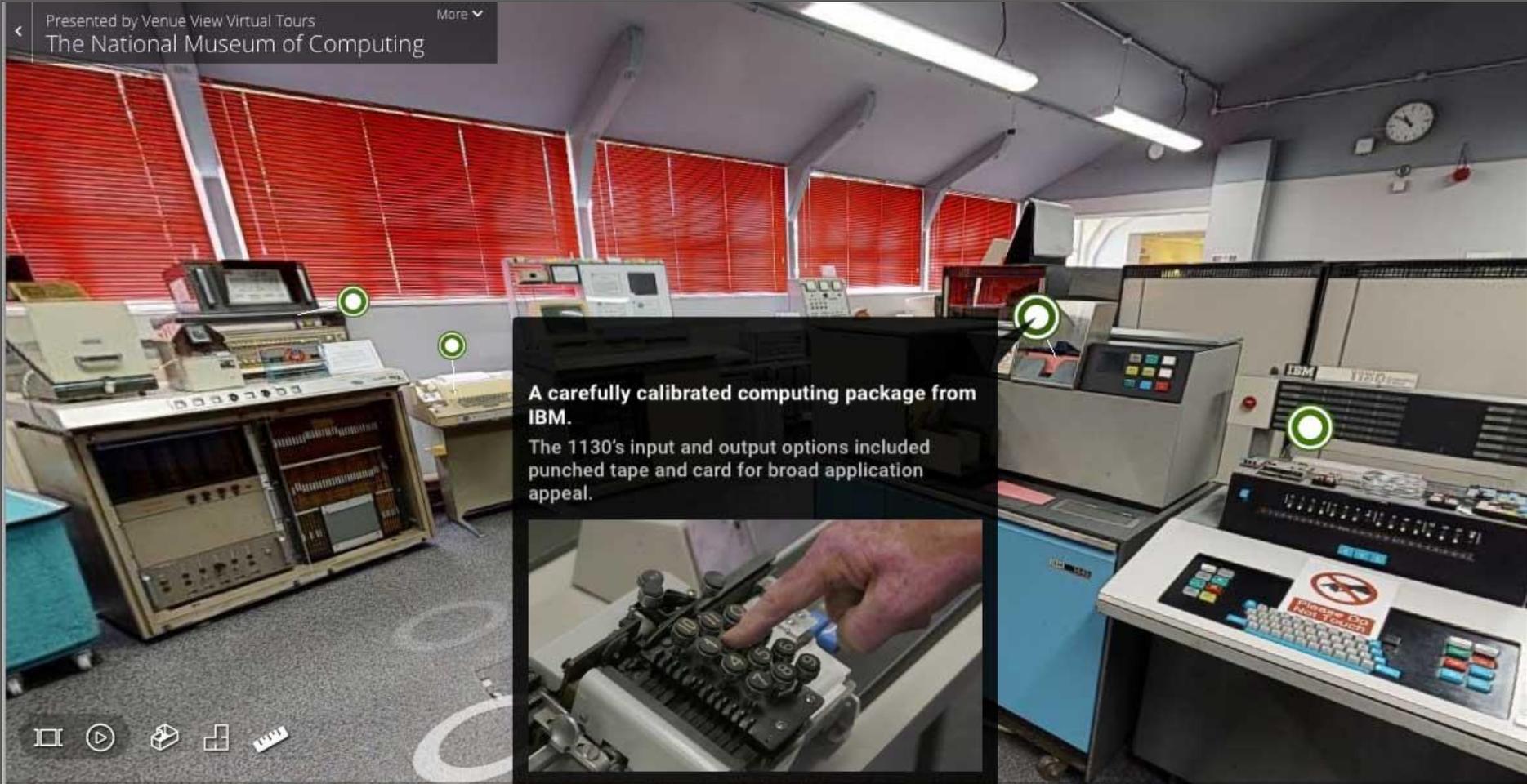




AMAZING ANIMALS OF SOUTH AMERICA

Jaguars, toucans, sloths and toucanets are just some of the extraordinary animals of South America. The region is home to nearly half the world's bird species and one quarter of the world's mammal species.

Many species are specialist learners in a great diversity of animals that live together in one ecosystem.



Reception



Software Gallery



Software Gallery



Software Gallery



Software Gallery



PC Gallery



PC Gallery



PC Gallery



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Digital: made on, stored on and/or used by computers

Multimedia: more than one media

Interactive: user decides their own route