

Chapter 1 After You Read

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Section 1.1 After You Read Answers

Review Key Concepts

1. The five types of multimedia elements are text (words), graphics (images), animation (moving graphics or text), audio (live or recorded sound), and video (live or recorded moving images).
2. The purposes of multimedia elements often overlap. According to the section, text communicates messages and information; graphics provide visual interest, attract attention, or convey information; animation attracts attention; audio engages users or provides information; and video conveys information, teaches new skills, provides directions, or entertains.

Practice Academic Skills

3. Paragraphs will vary but should describe how multimedia elements might be used to advertise a product. For example, text might be used to convey information about the product, graphics to show the product's appearance, animation to illustrate how the product works, audio to create a mood for presenting the product, and video to show the product in use.
4. Paragraphs will vary but should identify purpose and audience as considerations for integrating elements into a multimedia project.

Online Student Manual

Students can use the Online Student Manual and their multimedia software to apply the skills learned in this section.

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Section 1.2 After You Read Answers

Review Key Concepts

1. A magazine is a multimedia project because it integrates text with graphics or images.
2. Certain methods are suitable for delivering different multimedia projects. A project with smaller or fewer multimedia elements might be delivered on a CD. A project with more data-intensive multimedia elements might be delivered on a DVD. The Web can be used to deliver a range of multimedia projects, although a DVD might be a better delivery method for very large files.

Practice Academic Skills

3. Essays will vary but should compare and contrast multimedia tutorials and simulations. Tutorials and simulations are both interactive and can be used to educate, train, or inform. A tutorial demonstrates new information, whereas a simulation is a computer-based model of a real-life situation. A simulation may make greater use of audio and video in order to simulate the "real thing."
4. Answers will vary but should explain why the selected elements would best convey how to perform the selected task.

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Section 1.3 After You Read Answers

Review Key Concepts

1. Multimedia is used in business for e-commerce Web sites, advertising, presentations for meetings and conferences, employee training and tutorials, and employee collaboration.
2. Answers will vary but students should explain how they can use their time right now to focus on a career course.

Practice Academic Skills

3. Paragraphs will vary but should describe how multimedia skills are used in the selected career.
4. Graphic organizers will vary but should represent a plan for incorporating multimedia skills into the activities of a community organization.

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