

Multimedia Authoring

Multimedia Authoring

HTML, CSS and Javascript

Text

Photography

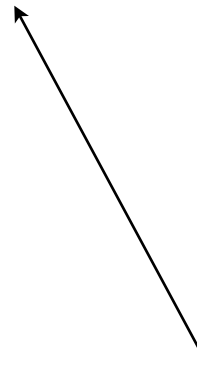
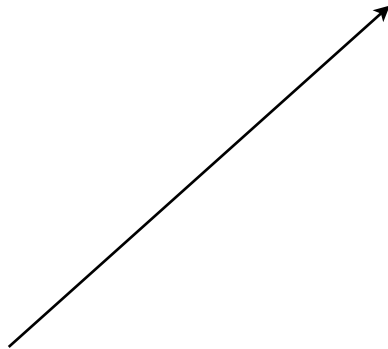
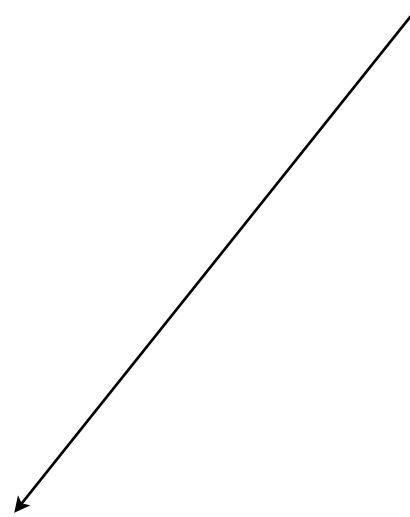
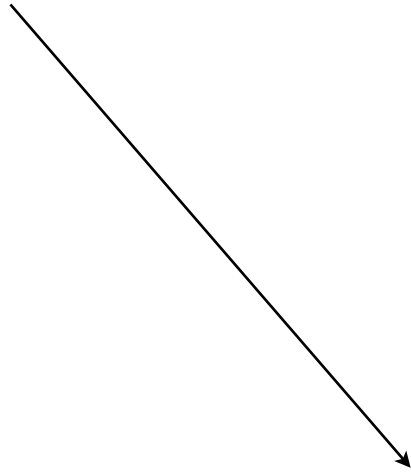
Video

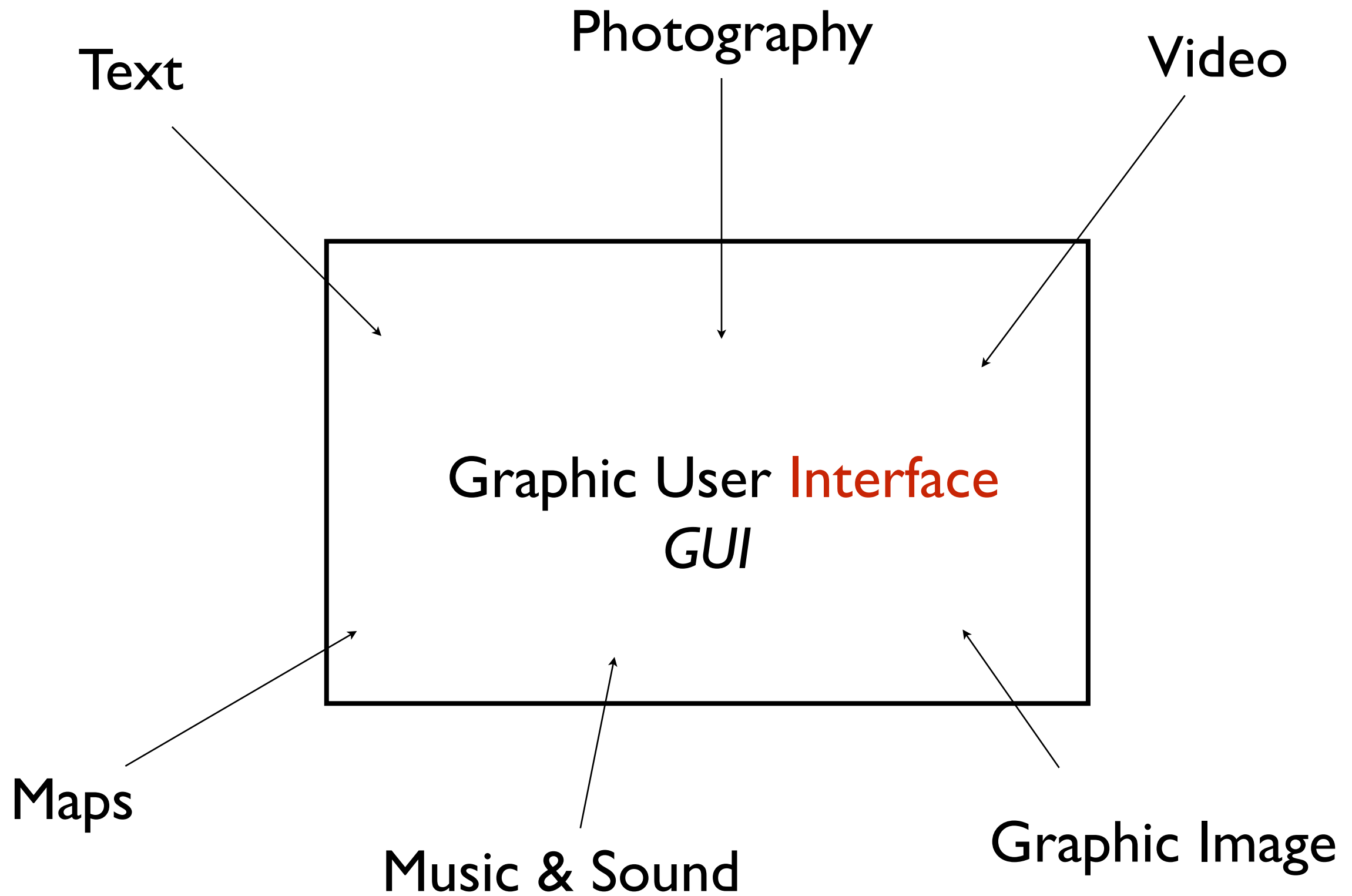
Convergence of Media

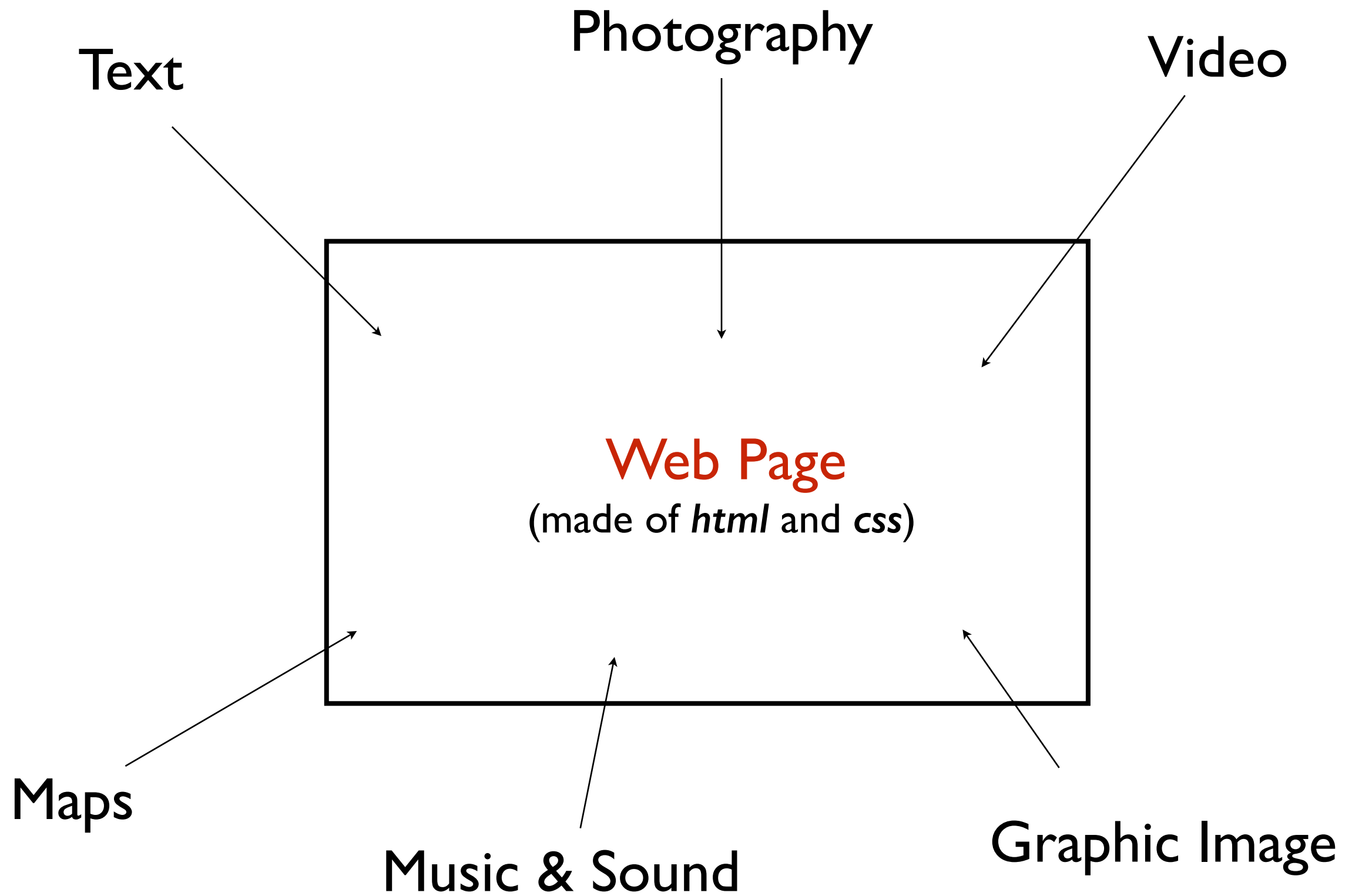
Maps

Music & Sound

Graphic Image







integration
interactivity
hypermedia
immersion
narrativity

Randall Packer:

Multimedia: from Wagner to Virtual Reality

integration
interactivity
hypermedia
immersion
narrativity

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Multimedia: from Wagner to Virtual Reality

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Multimedia: from Wagner to Virtual Reality

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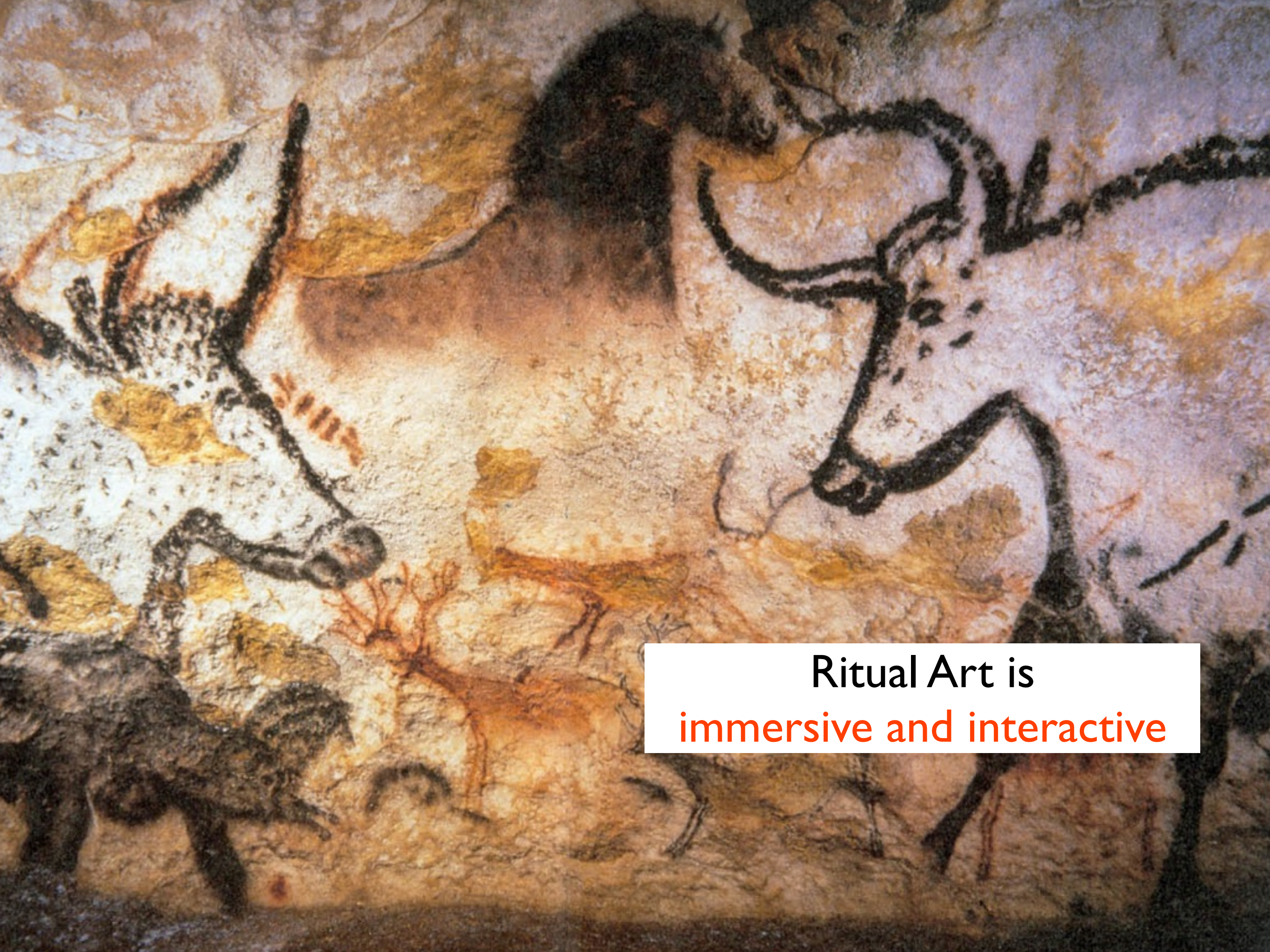
Randall Packer:

Multimedia: from Wagner to Virtual Reality

integration
interactivity
hypermedia
immersion
narrativity

Randall Packer:

Multimedia: from Wagner to Virtual Reality



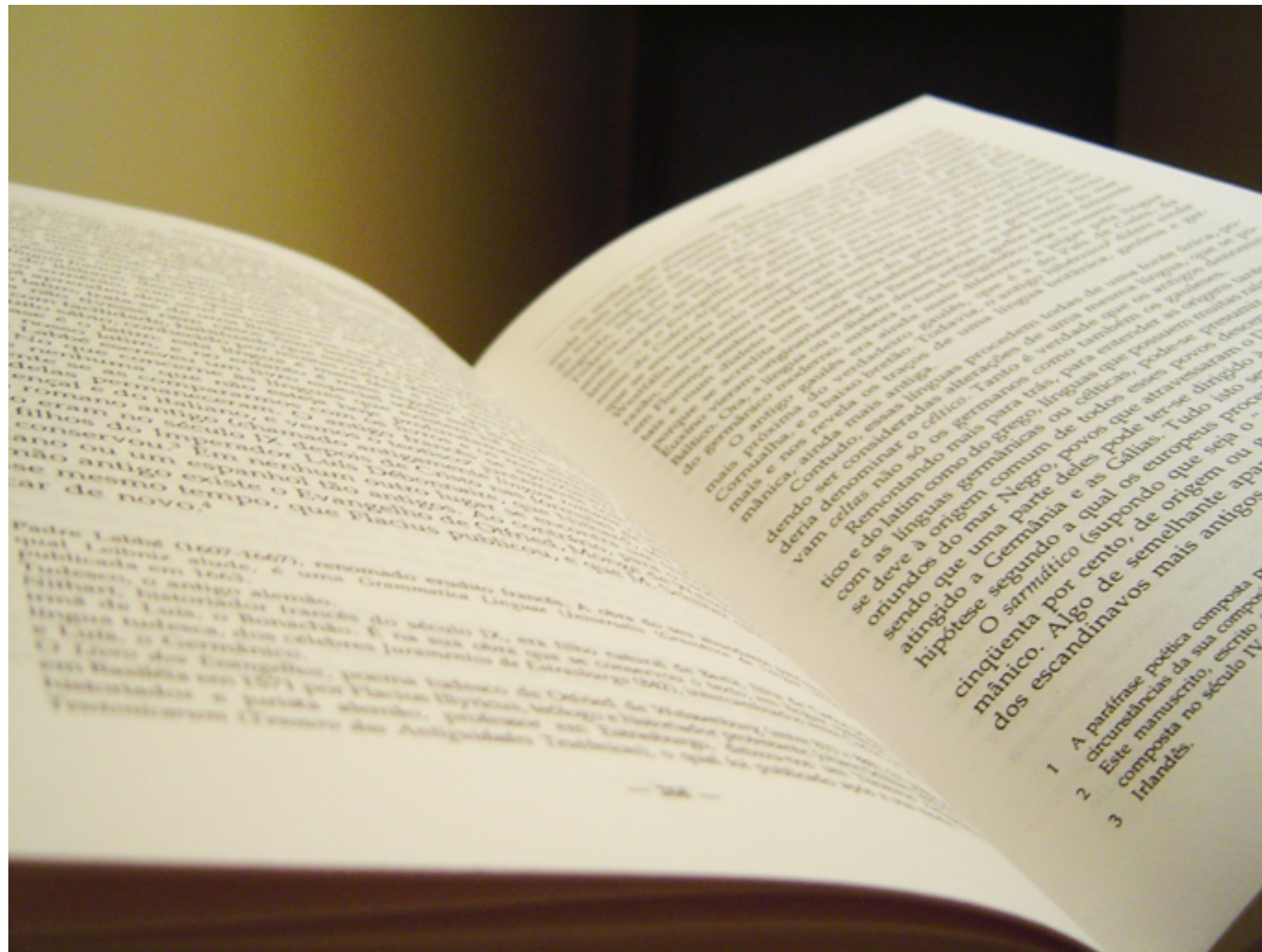
Ritual Art is
immersive and interactive



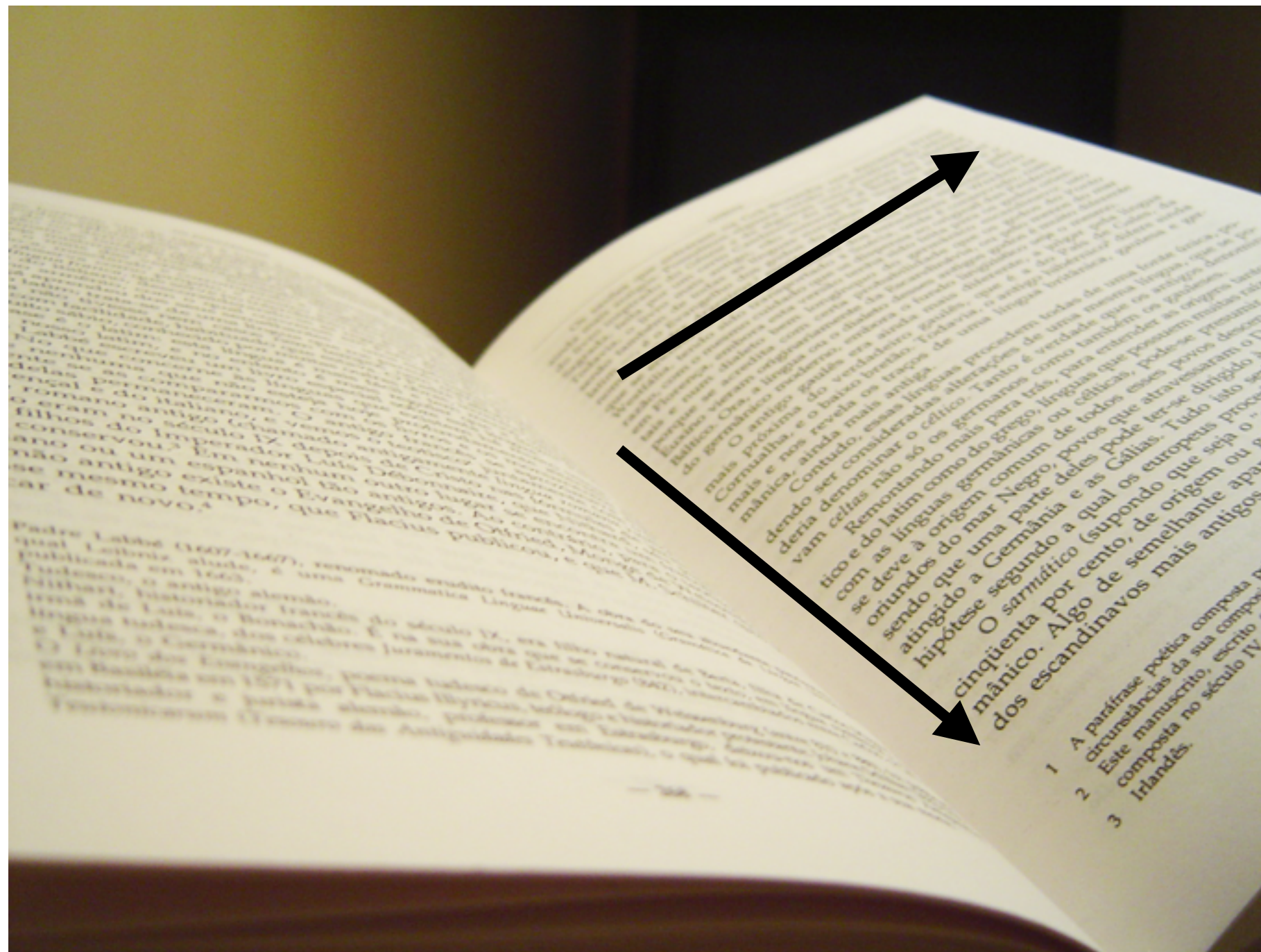
the **proscenium arch**
separates audience from performers

how to design
experience that is
immersive and interactive

Image & Word



The Book:
guiding attention



The Book:
guiding attention



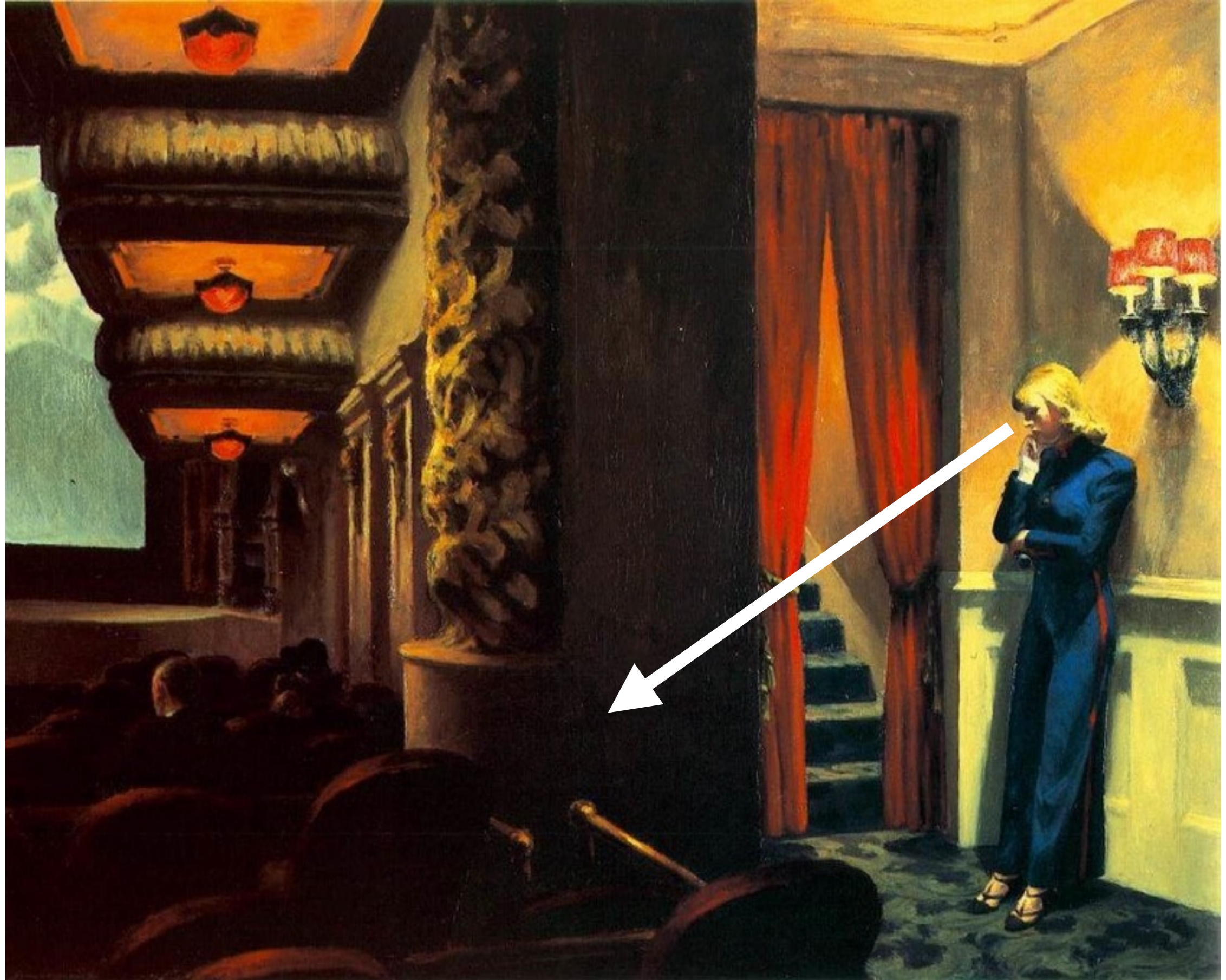
The Image **guiding attention**

New York Movie, 1939 by Edward Hopper



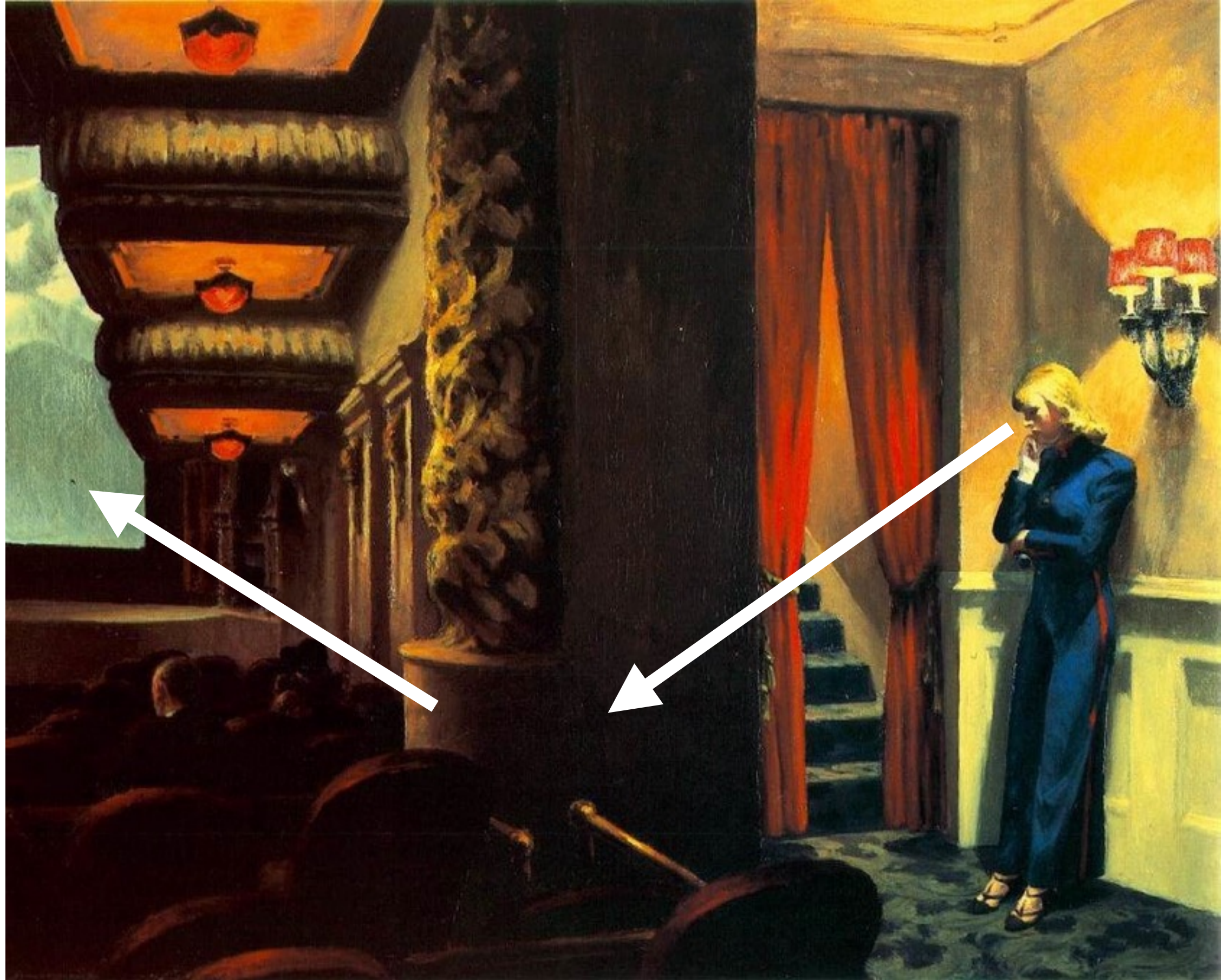
The Image **guiding attention**

New York Movie, 1939 by Edward Hopper



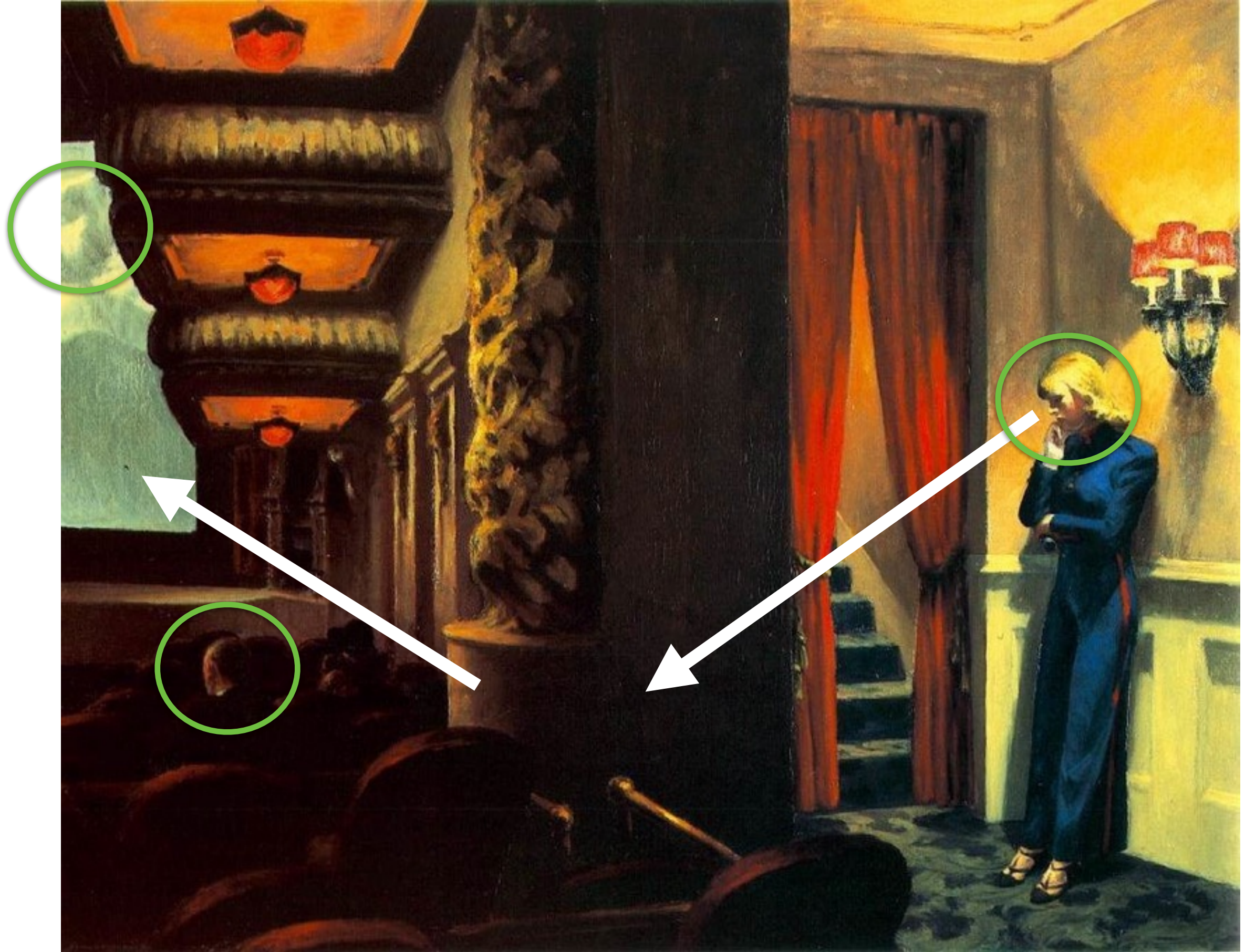
The Image **guiding attention**

New York Movie, 1939 by Edward Hopper



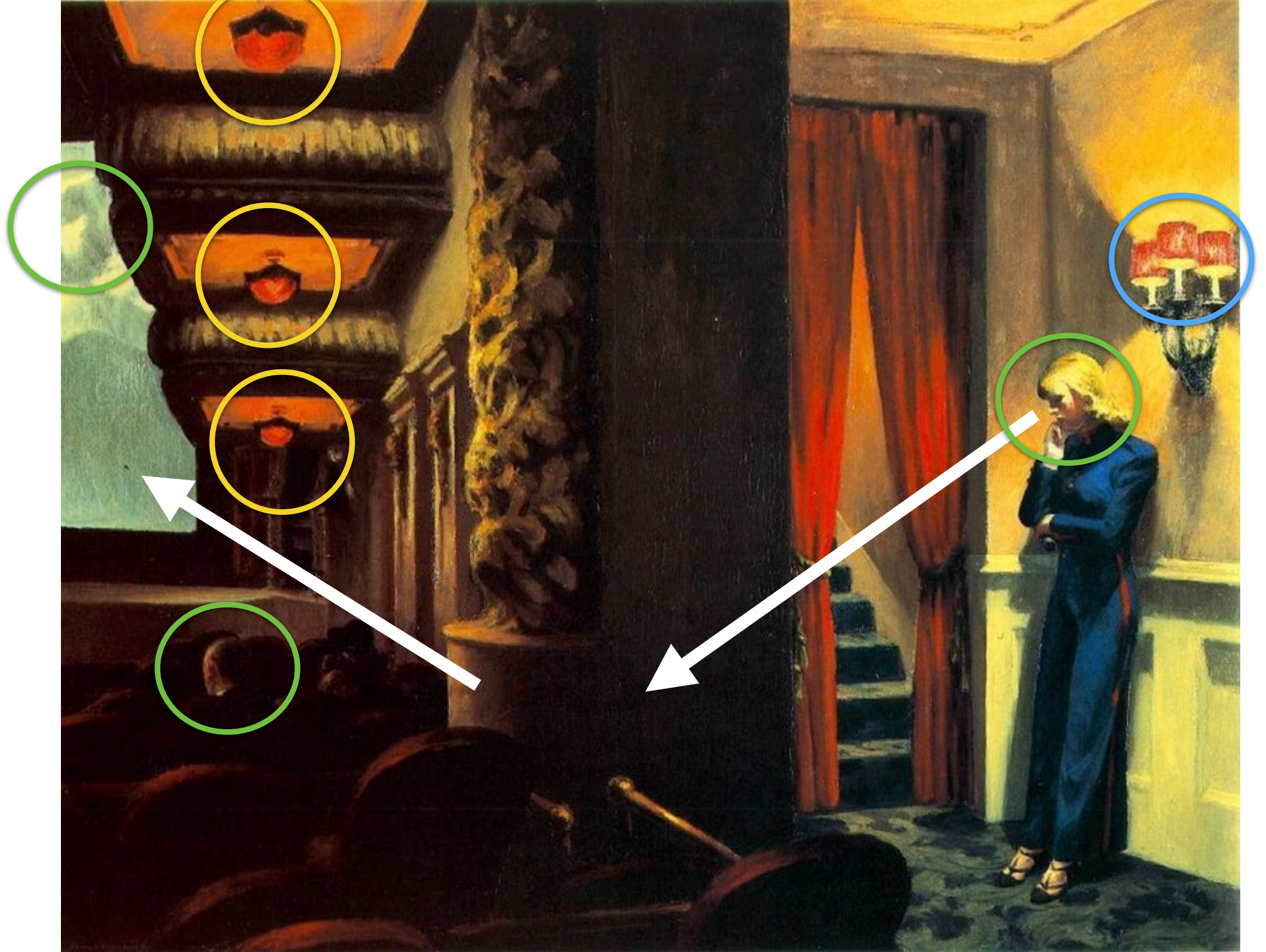
The Image **guiding attention**

New York Movie, 1939 by Edward Hopper



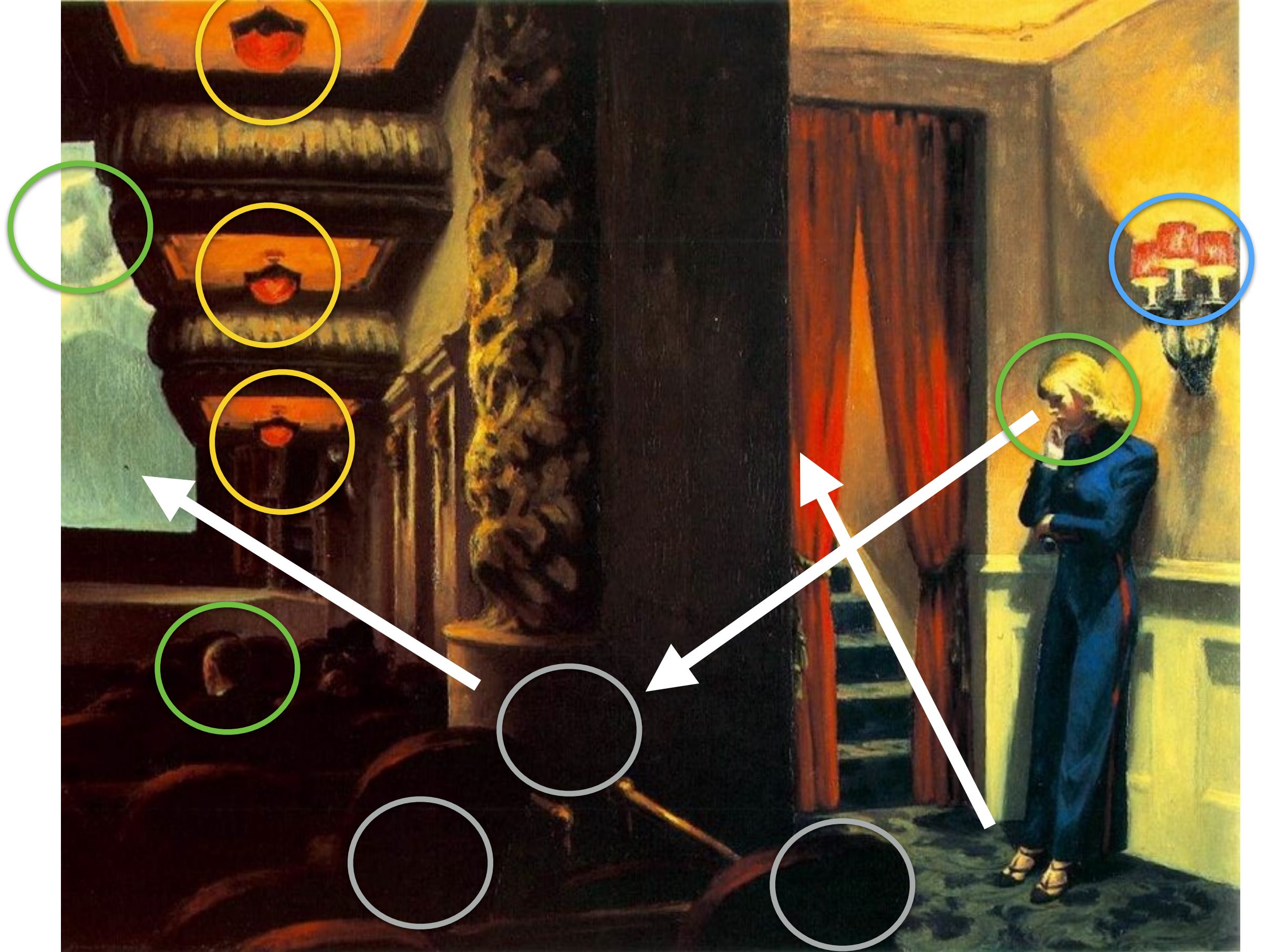
The Image **guiding attention**

New York Movie, 1939 by Edward Hopper



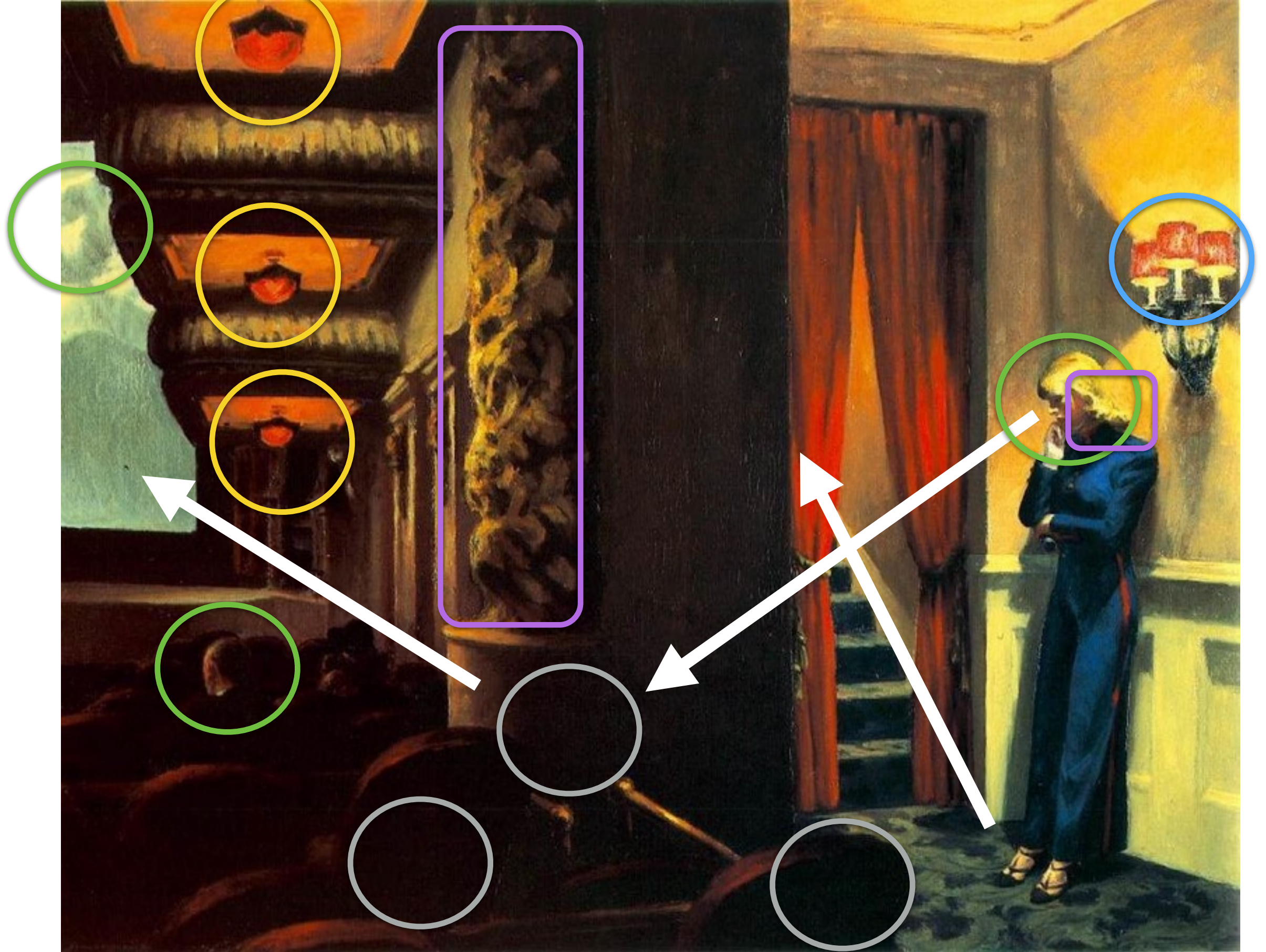
The Image **guiding** attention

New York Movie, 1939 by Edward Hopper



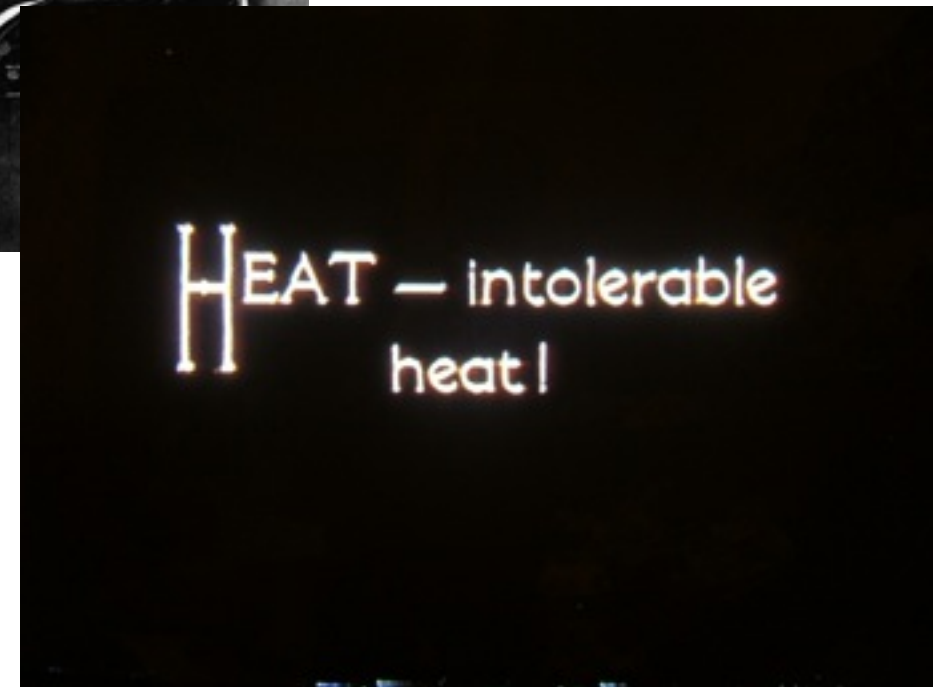
The Image **guiding attention**

New York Movie, 1939 by Edward Hopper



The Image **guiding** attention

New York Movie, 1939 by Edward Hopper



The Screen
guiding attention

click.html?type=goto&opzn&page=homepage.nytimes.com/index.html&pos=TopLeft&sn2=ab8a95f5/87622a3f&sn1=d0870aac/f3f00147&camp=Marc_Jacobs_192750

The Newspaper guiding attention?

How to **guide attention** on the web?

http://www.enterprise.com/car_rental/home.do

ISSUU - tink thank - Christopher LG Hill by Nic Tammens

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[We can help](#)

email extras

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Rent a car in:

US

US includes Puerto Rico

1

Pick Up Location

☐ Show airport only

City, State, Zip Code, [Airport](#) or [Port of Call](#).

☐ Return to a different location [Details](#)

2

Pick Up Date & Time

Apr 22 Noon

Return Date & Time

Apr 23 Noon

3

Vehicle Class [View List](#)

Show me everything

Renter's Age 25 and Up

Optional: Coupon, Customer, or Corporate Number

Search

Other Options
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>> [Print Your Receipt](#)
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- + Any car, any day with no blackout dates
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[GO!](#)

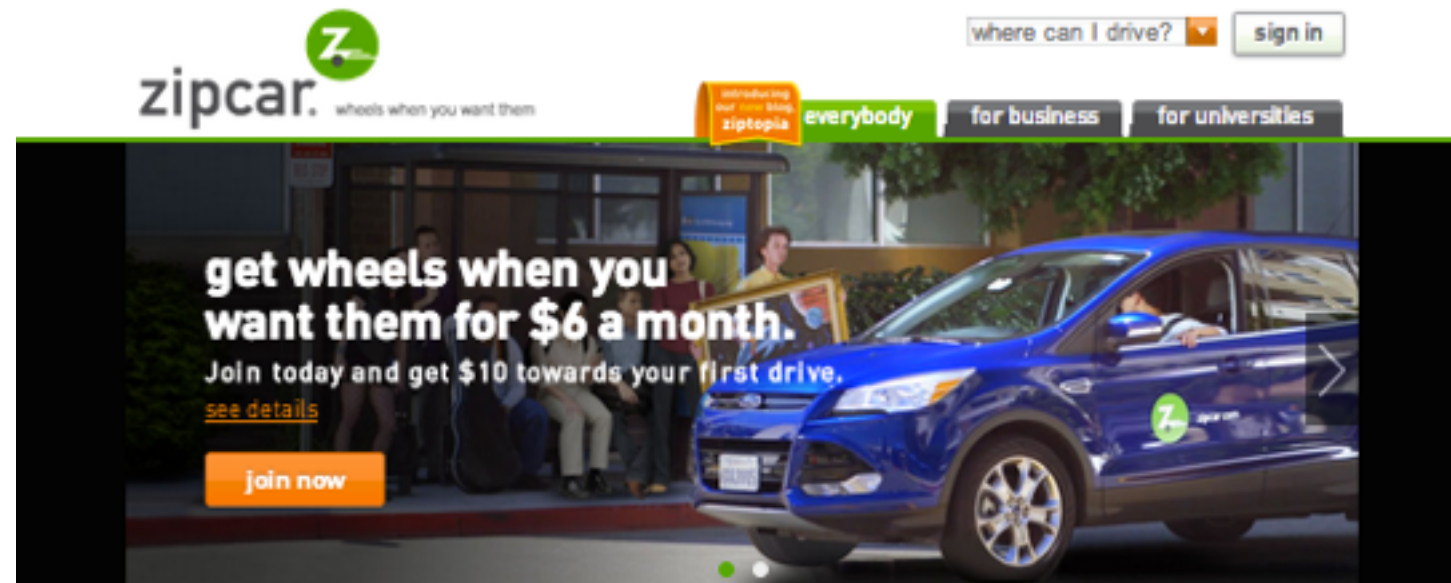
ITALY GERMANY UK FRANCE SPAIN

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[Travel Agent](#) | [Site Map](#) | [Customers with Disabilities](#) | [Global Franchise Opportunities](#)

International Car Rental Sites:

[Car Rental US](#) | [Car Rental Canada](#) | [Car Rental UK](#)
[Car Rental Ireland](#) | [Car Rental Germany](#) | [Car Rental France](#) | [Car Rental Spain](#)

<http://www.zipcar.com/>



what's zipcar?

Glad you asked. It's a smarter way to get around the city.



- Drive cars by the hour or day. Gas & insurance included.
- In neighborhoods, cities and airports across the globe.
- Save hundreds over car ownership.
- Choose from sedans, hybrids, vans and more.
- Membership starts as low as \$6/month.

how it works

4 simple steps to Zipcar freedom.



1. join

Apply now! Once approved, you'll get your Zipcard. This magical, little card unlocks thousands of cars, trucks and vans across the globe.



2. reserve

Book a Zipcar for a couple hours or the whole day. Do it online or on your phone via our mobile app. We're easy.



3. unlock

Walk to the car and hold your Zipcard to the windshield. Ta da. The doors will unlock and it's all yours.



4. drive!

Go! When your time is almost up, return the car to the same reserved parking spot. Then you are all done!

[join zipcar](#)

repetition
proximity
pattern
continuance
alignment
symmetry

difference
isolation
contrast
whitespace
proportion
asymmetry

visual hierarchy



<http://www.zipcar.com/>



get wheels when you want them for \$6 a month.

Join today and get \$10 towards your first drive.

[see details](#)

[join now](#)

what's zipcar?

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[join zipcar](#)

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asymmetry

focusing attention in web **design** through

layout

color

typography

imagery

navigation

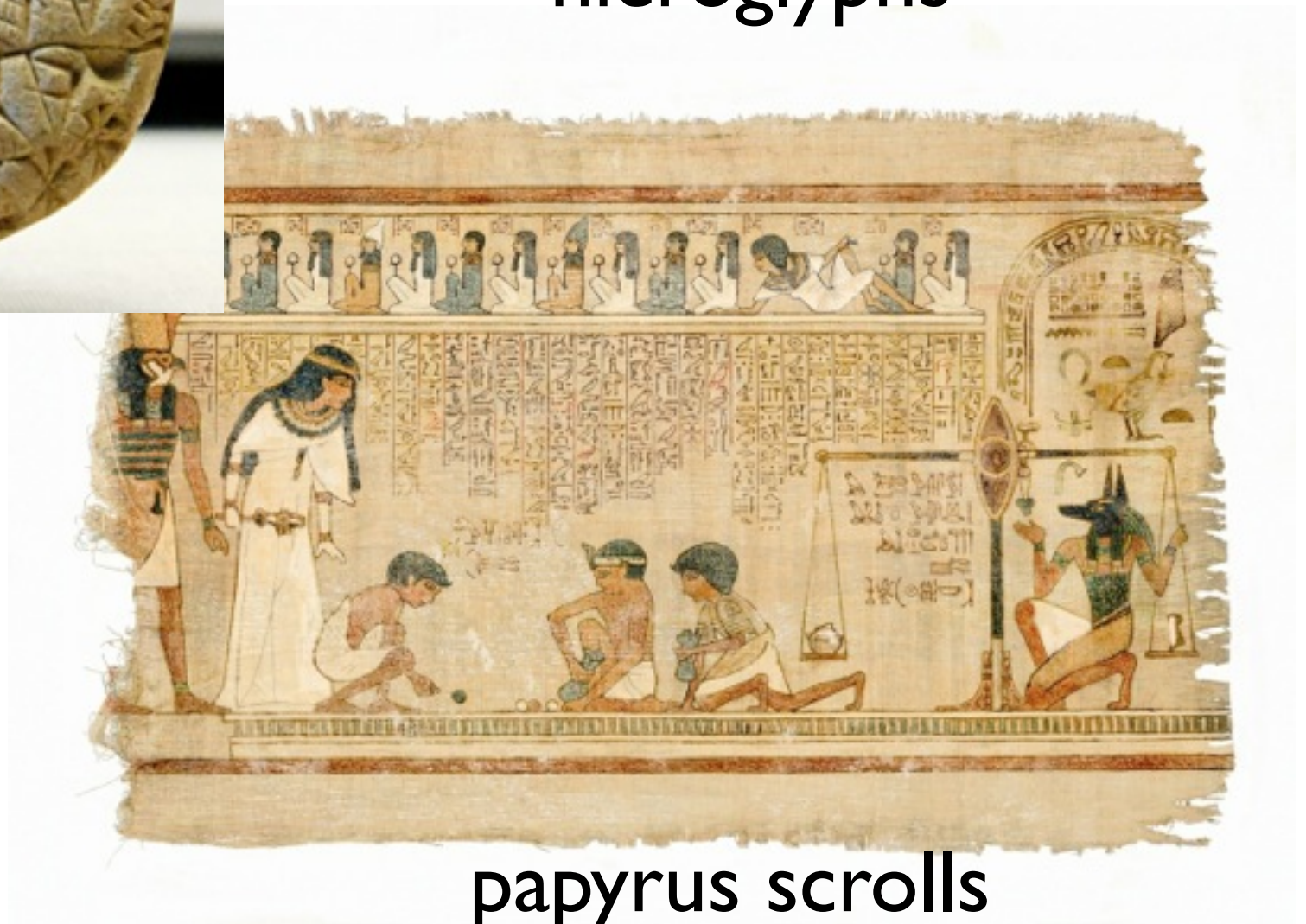
use grids for
layouts



cuneiform



hieroglyphs

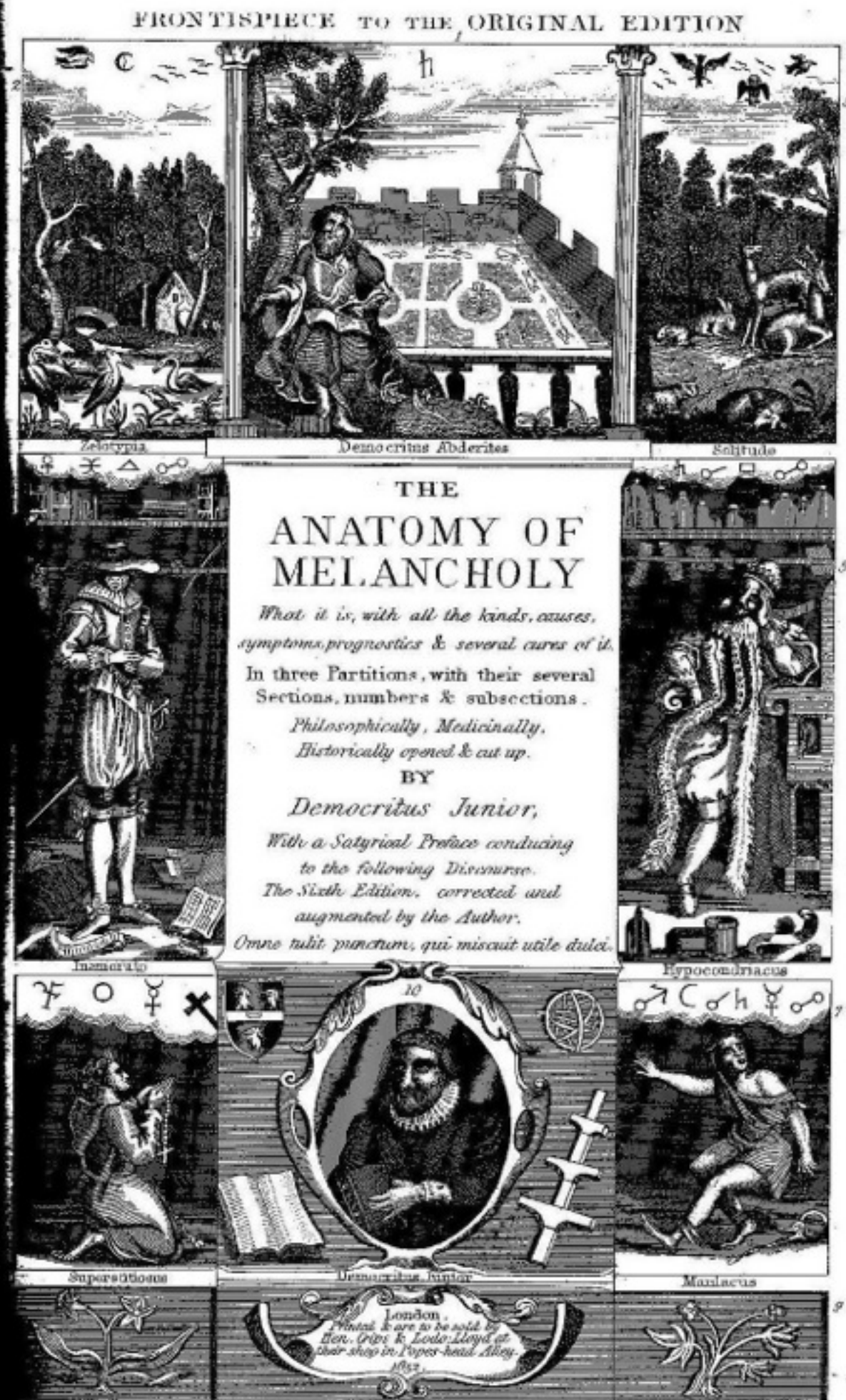


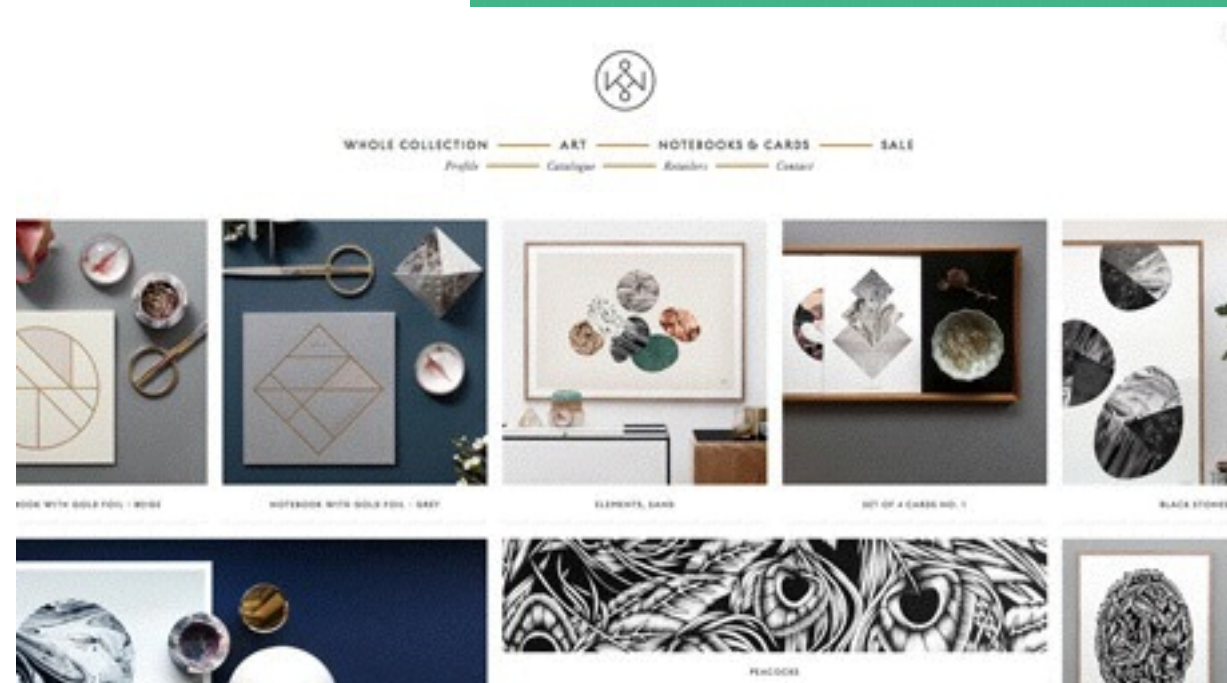
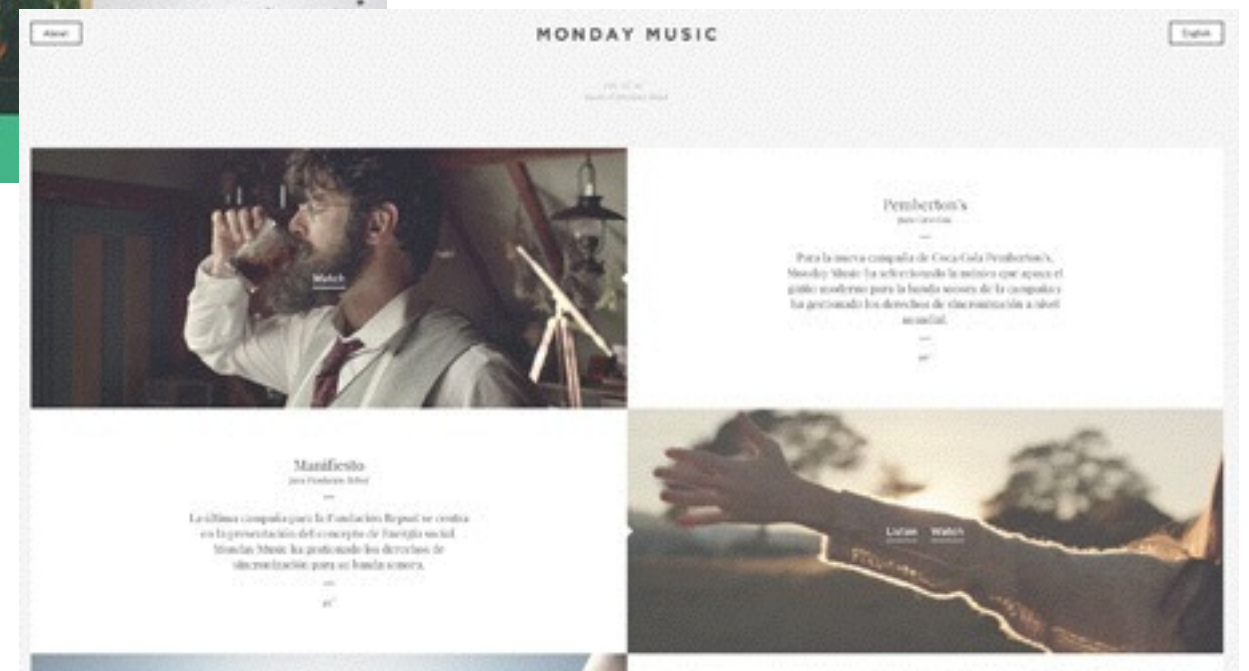
papyrus scrolls

illuminated books

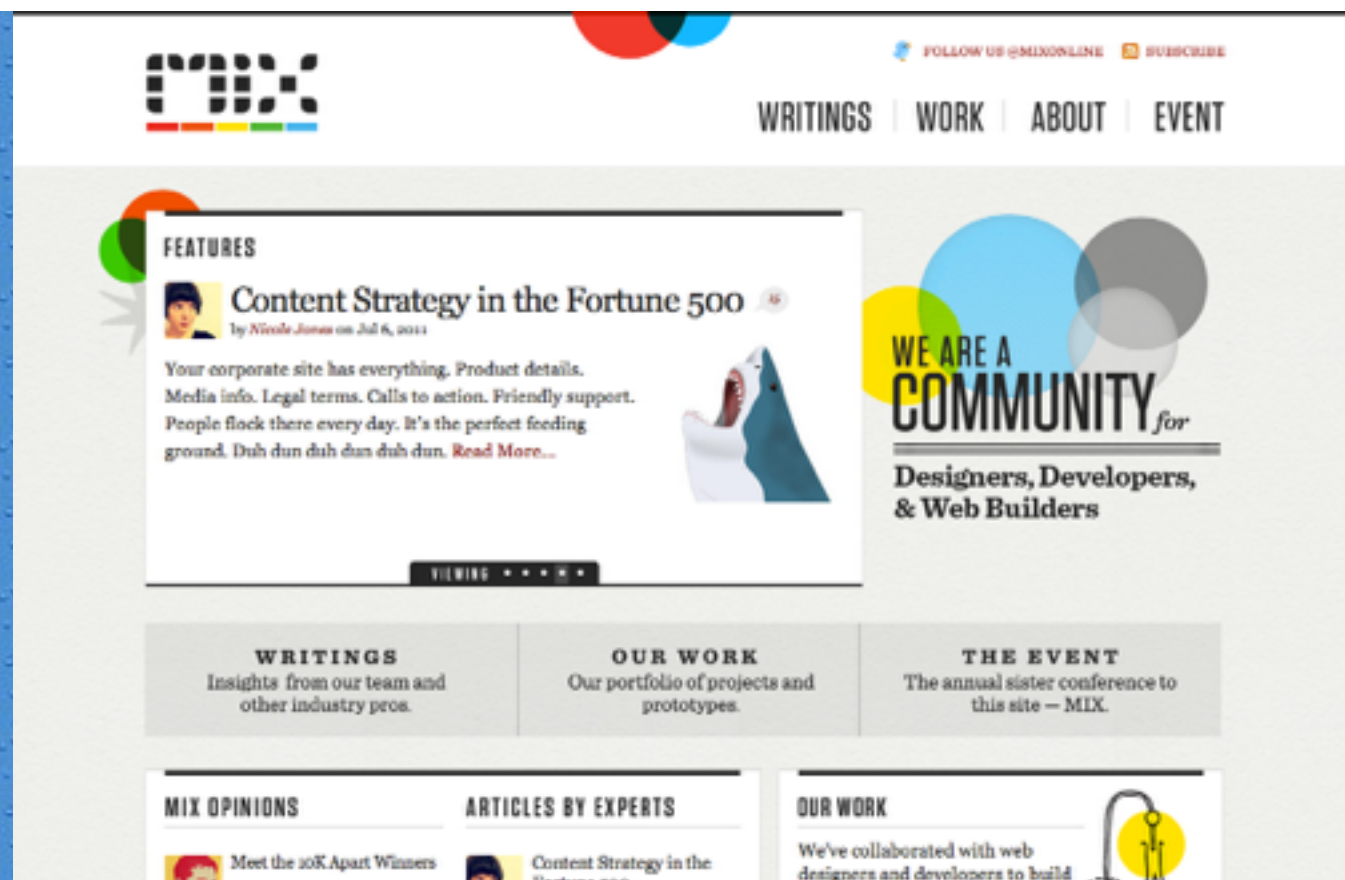


printing press

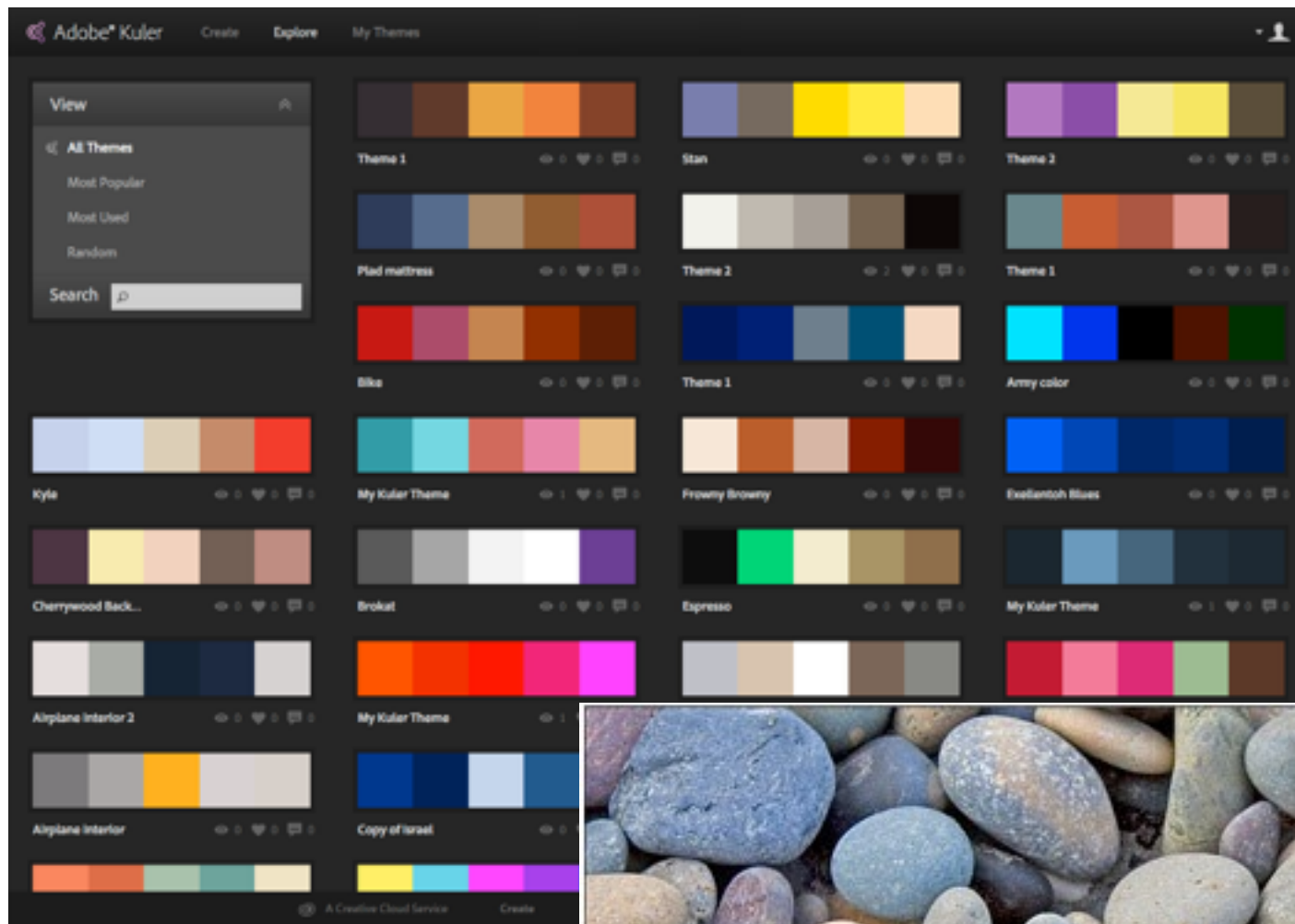




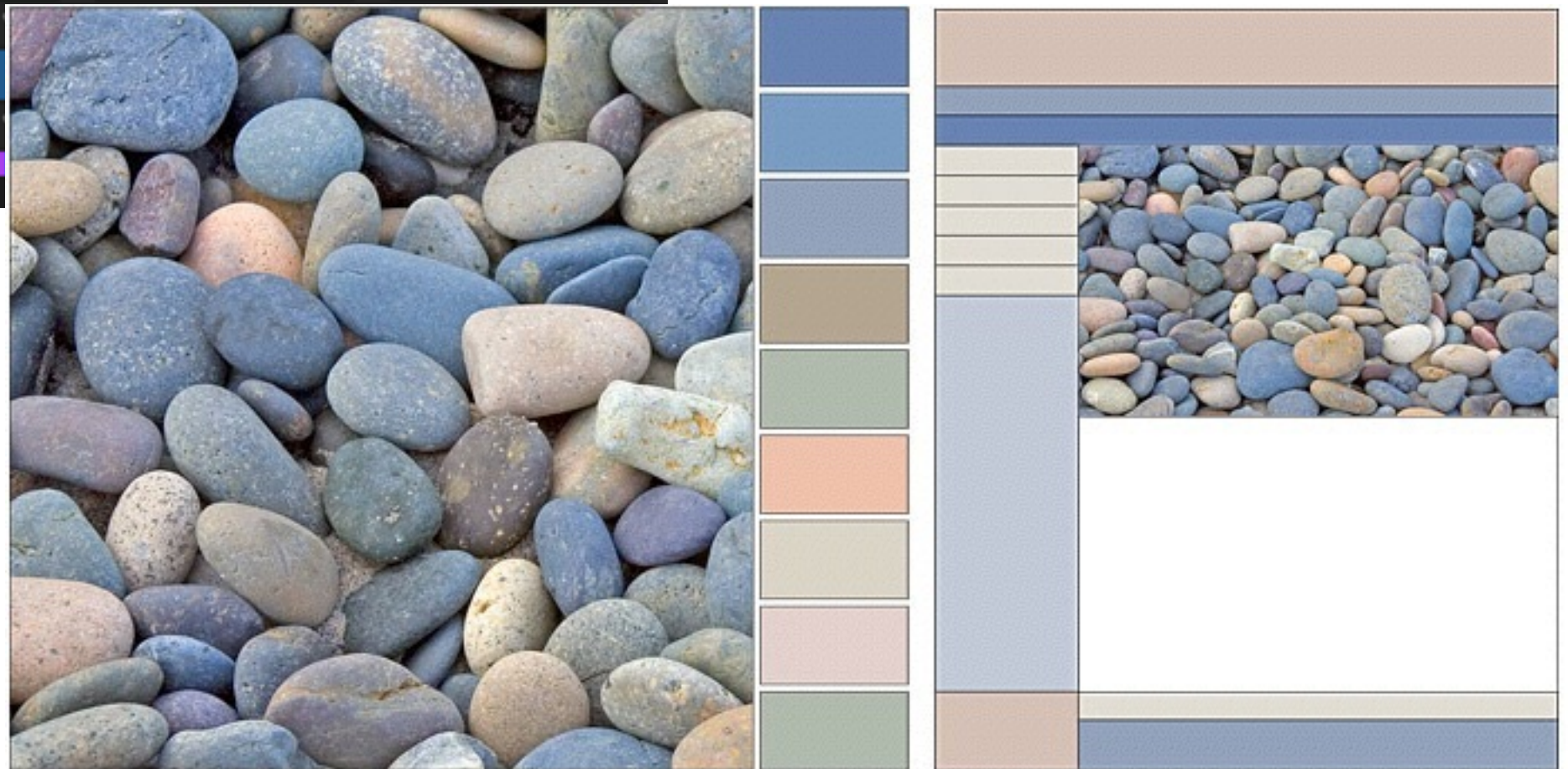
html and css



color and visual hierarchy



color schemes



<http://colorschemedesigner.com/>

Good

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quis libero enim, vel egestas risus. Praesent at orci nisl, ac lobortis elit. Donec id aliquam sem.

Bad

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quis libero enim, vel egestas risus. Praesent at orci nisl, ac lobortis elit. Donec id aliquam sem.

color contrast

typography and visual hierarchy



Want to save on *bucks in the office?
Like it served instantly, hot and best quality at a lower price?
Try Instant KONA COFFEE - freeze dried granulated.
The worlds most expensive coffee @ ~25 cents a cup.



Now available in Kona coffee sticks from 45 cents a cup.

A delicious coffee that is portable, storable AND convenient.
Simply rip a stick, pour the coffee into your favorite container, add hot water and
in seconds you will be enjoying the rich fresh flavors of pure 100% Kona Coffee.
Kona Coffee is smooth, not bitter.

Help to fix the trade deficit and enjoy 100% USA grown COFFEE.
Support Hawaiian Coffee Farmers. Aloha and Mahalo.

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Due to an employee event today, Langara College - Library and Learning Commons will be closed between 11am-3:30pm, and

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Measles Info

Stay informed on how to protect yourself.
[Read more >](#)



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Like it served instantly, hot and best quality at a lower price?
Try Instant KONA COFFEE - freeze dried granulated
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eyes go to **imagery** first

CELEBRATION
MINERAL
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CONTACT
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Letters, numbers, and spaces
valid for search

Go

Need an
Appraisal?

Bottle Talk

SITE LAST UPDATED:
3/05/14

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Buy Your
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03/05/2014 Additions to the galleries are made every day. Click on this stoneware stamp to see the whole Milwaukee antique bottle then explore to find more

treasure!

03/04/2014 Hello Milwaukee and Wisconsin antique bottle, antique stoneware and antique advertising collectors! We have added literally



Sell Your Antiques NOW!

Antique Auction
Bottles & More
Older Than 50 Years

BOTTLE NEED A CLEANING???

Stoneware
Bottle Gallery

JOIN Wisconsin's **BEST**
Antique Advertising,
Antique Bottle, & Antique
Stoneware Club!

WISCONSIN
Antique
& ADVERTISING





Empower people around the world with a \$25 loan

[How it works >](#)





Reina Isabel

[Honduras](#)

A loan of \$800 helps Reina Isabel to buy agricultural supplies and pay for labor to help with her coffee...

[Read their story>](#)

[Lend Now](#) or [Browse all loans](#)



How It Works

[Learn more](#)

- 1 Choose a borrower
- 2 Make a loan
- 3 Get repaid
- 4 Repeat!

98.93%

repayment rate to date.

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What's New



Kiva Blog Update

[A Dog Day Adventure: Saving Kiva Searches >](#)

Kiva has been awarded Charity Navigator's highest rating



<http://kiva.org>

navigation through hyperlinks

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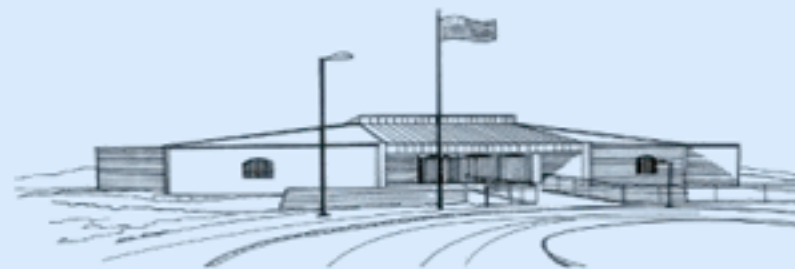
**Best viewed @ 800 X 600
or better**

RPL
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Welcome to the
Ringwood Public Library
Serving our community, with pride, for over 40 years

Piano Concert Series - Clifford Safane
November 16th, 2008 @ 2pm
Admission is free and donations will be accepted



The Ringwood Public Library is now a free Wireless Hot Spot

30 Cannici Drive

Ringwood, NJ 07456

Telephone: 973-962-6256

[Click here for library directions](#)

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E-mail the library at
ringwoodpl@hotmail.com

Services sponsored by the NJ State Library, Library Services & Technology ACT (LSTA) and Regional Library Cooperatives



Open 24 hours a day, 7 days a week. Live chat with reference librarians to answer your information needs.



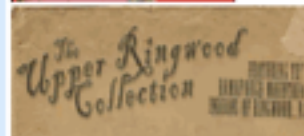
Please search and place requests from the [PalsPlus catalog](#) first, before searching and requesting materials from outside the system.



Single search of the following databases: EBSCOhost (includes Biography Collection, Business Source, ERIC, Health Source, History Source, Literary Reference Center, and more), NoveList, Info Trac Custom newspapers, and HeritageQuest. Also provides access to Academic Search Premier, Business Source Premier, and Regional Business News.



A free audiobook download service. Simply install the free software, then download digital audio books to your computer. Listen to your favorite authors on your PC or transfer to a compatible MP3 player. Burn some titles to CD and listen in your car.



The Upper Ringwood Virtual Scrapbook and Museum explores the rich history of a vibrant community through photographs and family keepsakes. This site was made possible through the efforts and time of Shirley DeFreese Van Dunk, Debbie Van Dunk, Betty Petak, Barbara Van Der Sluys, and all the members of the community who loaned us their family treasures to share with the world.



Will's Amazon.com Today's Deals Gift Cards Sell Help

Mother's Day Savings
Shop now

Shop by
Department

Search

All

Go

Hello, Will
Your Account

Try
Prime

3
Cart

Wish
List

Unlimited Instant Videos
MP3s & Cloud Player
20 million songs, play anywhere
Amazon Cloud Drive
Appstore for Android
Get Mini Piano for free today
Kindle E-readers & Books
Kindle Fire Tablets
Amazon Fire TV
Movies, TV & more on your HDTV

Books & Audible
Movies, Music & Games
Electronics & Computers
Home, Garden & Tools
Beauty, Health & Grocery
Toys, Kids & Baby
Clothing, Shoes & Jewelry
Sports & Outdoors
Automotive & Industrial
Full Store Directory

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HUGELY ENTERTAINING

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amazon fireTV

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Stories Kids Love **Boat Shoes** Give Free Shipping Mother's Day

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MEN'S BOAT SHOES

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Introduc
Amex
Credi

Expan



Find St
to prep
the Fou



repetition

proximity

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continuance

alignment

symmetry

difference

isolation

contrast

whitespace

proportion

asymmetry







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proportion

asymmetry

Integrating Media

with html, css and javascript

html elements:

```
<html>
```

```
</html>
```

doctype declaration:

```
<!DOCTYPE html>
```

```
<html>
```

```
</html>
```



```
<!DOCTYPE html>
```

```
<html>
```

```
<head></head>
```

```
</html>
```

<head>

<title>...site name...</title>

<script>...javascript code...</script>

<style>...css styles... </style>

<link ...to external css files... />

<meta ...related information... />

</head>


```
<!DOCTYPE html>
```

```
<html>
```

```
<head></head>
```

```
<body></body>
```

```
</html>
```

```
<body>
```

```
<h1>Heading</h1>
```

```
<p>Paragraph</p>
```

```
<div>Generic block container</div>
```

```
</body>
```



```
<!DOCTYPE html>  
<html>  
<head>data</head>  
<body>content</body>  
</html>
```

common **inline** elements in html

`<a>`
``
``
``



An inline element, such as `` or `span`, follow a horizontal path like a sentence and only start a new line when there is no more room inside its container box.

common **block** elements in html

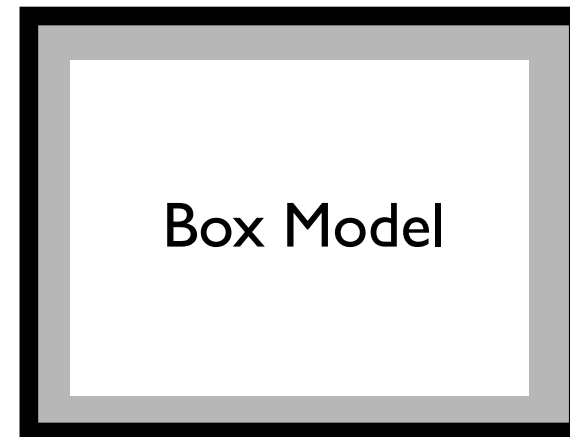
`<div>`

`<p>`

`<h1>`

``

``



(unless you "float" them
left or right in css)

html5 semantic elements

<header>

<article>

<section>

<footer>

<nav>

<aside>

<time>

html5 media & graphic elements

<canvas>

<video>

<audio>

html attributes:

```

```

attribute



value



the href attribute:

` `

↑
attribute

↑
value

id is an attribute to give elements a unique name

```

```


class is an attribute to
name a group of elements

```

```

in css and javascript, you can
call on **ids** and **classes**

HTML:

`id="logo"`
`class="small"`

CSS and Javascript:

`#logo`
`.small`

the html `<link>` element is used
to access external css files

```
<head>
```

```
<link rel="stylesheet" href="styles.css" />
```

```
</head>
```

css syntax:

```
selector {property: value;}
```

```
p {color: black;}
```


selector



```
h1 {  
  color: #333333;  
}
```



property



value

```
<!--index.html-->
```

```
<div id="page1" class="text">
```

```
<h1>Page One</h1>
```

```
<p>
```

```
This a paragraph on page one.
```

```
</p>
```

```
</div>
```

```
/*styles.css*/
```

```
.text {  
  width: 300px;  
  background: #ffffff;  
  color: #333333;  
  font-family: "Georgia, Times, serif";  
  font-size: 12px;  
}
```

```
#page1 {  
  background: url("image.png");  
}
```


new properties in css3

border-radius

box shadow

text-shadow

opacity

multiple columns

transitions

transform

gradient

try these at <http://css3generator.com/>

let's make!

go to <http://thimble.webmaker.org/>

build a website for a company called

“CLOUD FARM”

using 1 image, text and web design principles

difference

isolation
contrast
whitespace
proportion
asymmetry

repetition

proximity
pattern
continuance
alignment
symmetry