

Media Types

Text, Graphics, Sound and Video

Learning Intentions

- To begin to understand what different types of media there are.
- Understand what is meant by "Standard File Formats".
- Explore the different formats available to you in the form of text, audio, video and graphic.

Success Criteria

- I will have achieved the learning intentions by:
 - Completing the Quizlet Quiz
 - By using these media types in websites that I create in the future.



What is Multimedia?



- Electronic materials that contain a combination of different types of digital media.
- TEXT, AUDIO, GRAPHICS & VIDEO
- These can be stored as electronic files on computers, dvd's etc or in the cloud for easy access.



Standard File Formats

- Standard file formats are recognised by nearly all computer applications that can use that kind of multimedia.



.txt .rtf
.wav .mp3
.jpeg .bmp
.gif .png
.mp4 .avi

Text File Formats

- You will work with text documents nearly every day now - reading and writing them!
 - .txt - Plain Text File.
Standard text document that contains just text. No formatting.
 - .rtf - Rich Text File.
A text format that supports "rich text" e.g. formatting, custom tab settings and different fonts etc.

Audio File Formats

- We hear digital sound everyday but do you know what their format is just by listening? .mp3 or .wav?!

.wav or .mp3

.mp3 - 1.2mb

.wav or .mp3

.wav - 8mb

.wav - Wave Audio File

- Standard digital audio format used for storing waveform data.
- Primarily used on Windows OS systems but because it is a Standard File Format it can be opened by lots of different applications on other OS.
- Stores sampling rates and bit rates.
- Sample rate of 44.1 KHz and bit rate of 16-bit is the standard format for CD audio.
- File sizes are very large!

.mp3 - MPEG-1 or MPEG-2 Audio Layer III

- Digital Audio created by the Motion Picture Exports Group.
- Uses the lossy compression technique so it doesn't lose quality and keeps file sizes down.
- Filter outs part of the original sound that the human ear cannot hear.



Image File Formats



Jpeg - Joint Photographic Experts Group

- Uses compression techniques to reduce file sizes.
- Mainly used on the web and digital cameras where space and quick downloads are needed.
- Capable of displaying over 16 million different colours.



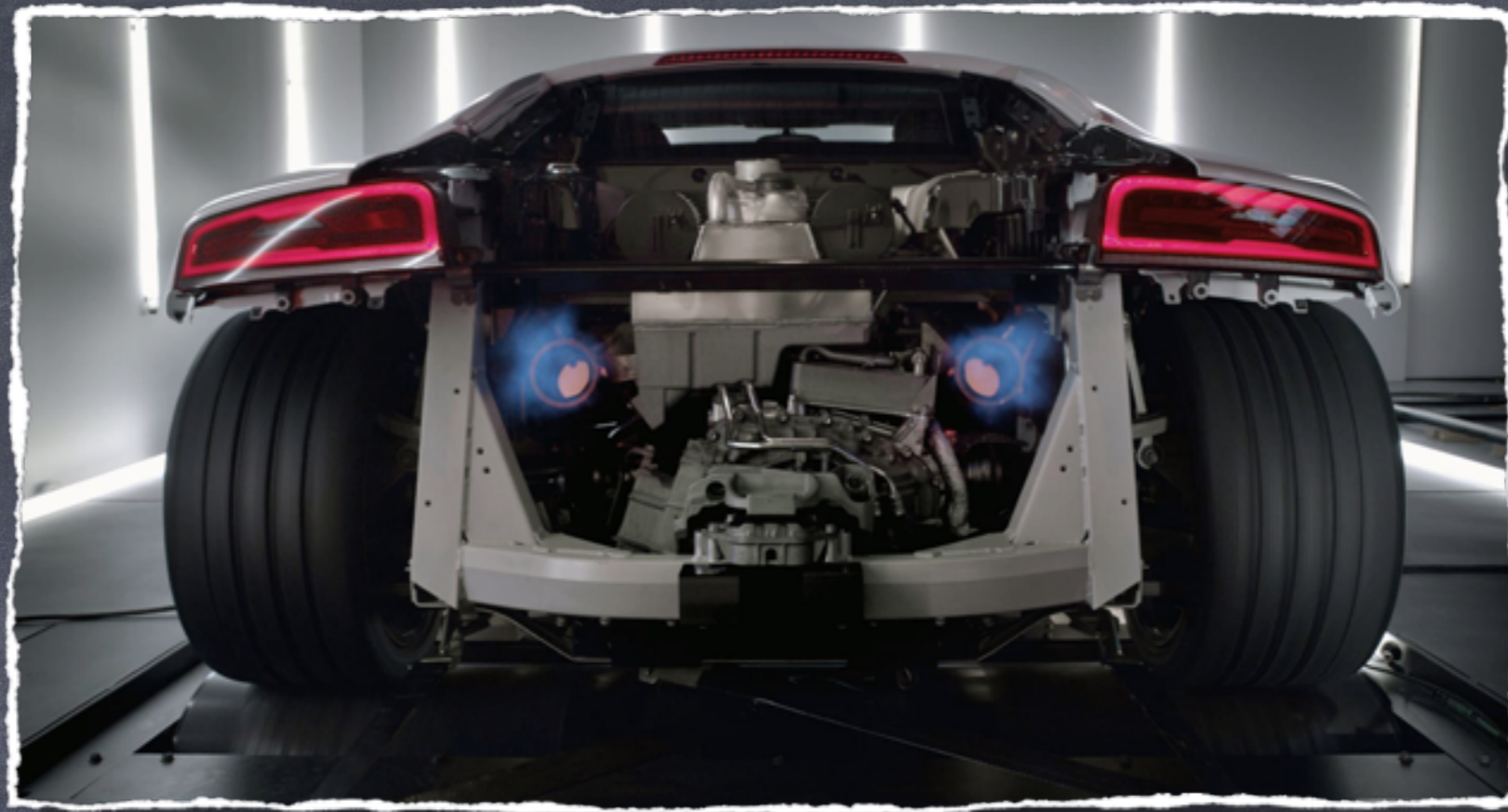
.bmp - Bitmap Image File

- Composed of individual pixels or "bits" of data.
- Cannot be resized without compromising image quality. They have a fixed resolution.
- Capable of displaying over 16 million different colours.



.gif - Graphics Interchange Format

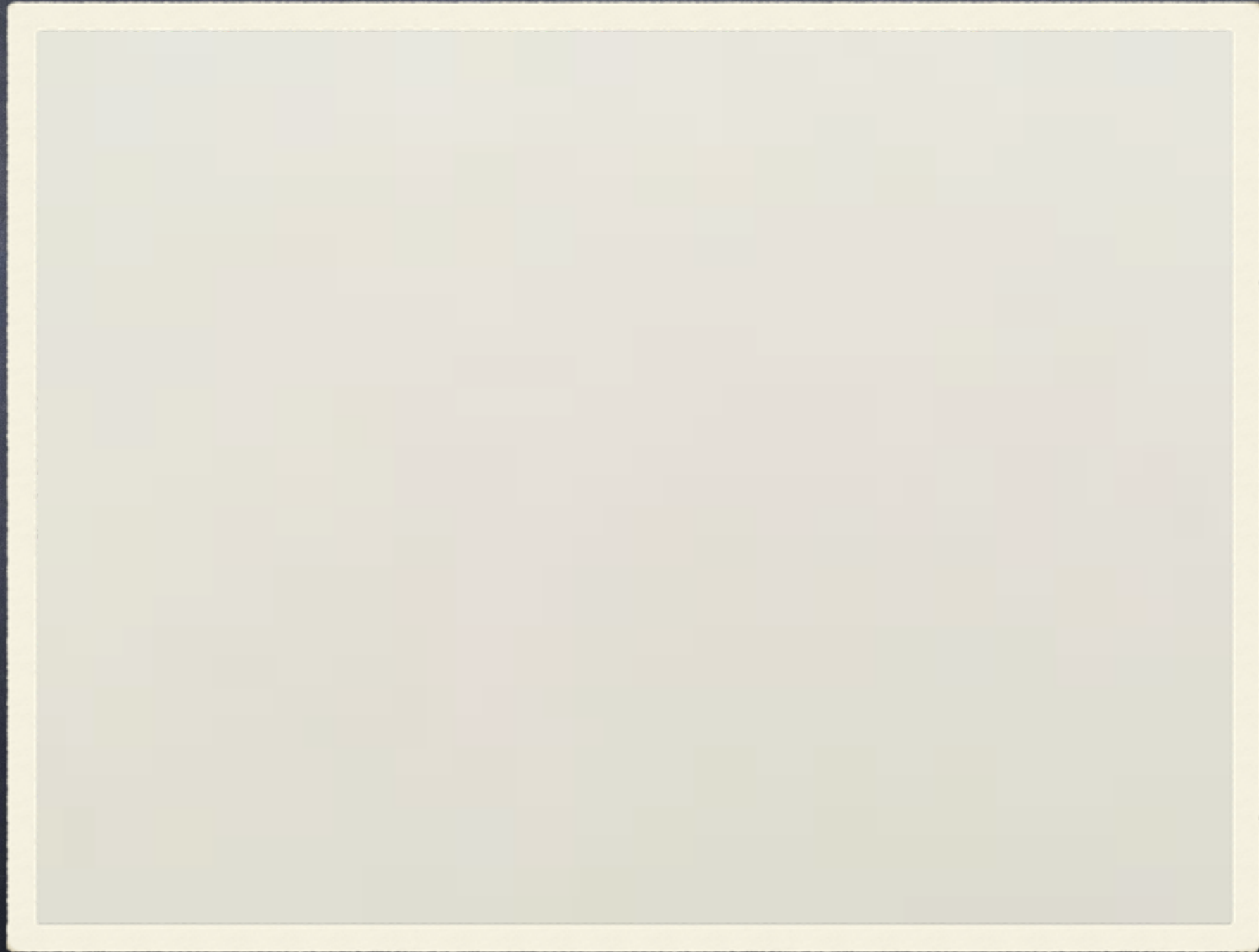
- Good for logos, screenshots and basic animations.
- Used a lot in web design.
- Can only display 256 colours, not good for photos



.png - Portable Network Graphic

- Created to replace .gif's on the Internet.
- Produces smaller file sizes than .gif
- Can still produce images with over 16 million colours.

Video File Formats



.mp4 - Moving Picture Experts Group 4

- Especially developed for low bandwidth internet connections.
- Smaller file sizes because it uses compression.
- Used in a variety of applications and devices like smart phones and tablets.

.avi - Audio Video Interleave

- Developed by Microsoft in 1992.
- Doesn't use compression so file sizes can be large and slow to download.
- Limited to 2GB file size.

Last but not least!

- .pdf - Portable Document Format
- Created by Adobe to share documents across the Internet.
- .pdf's save the document as it is with all text, images etc intact exactly how they were created.
- Can only be edited with special software.



Time for a Quizlet

1. Go to <http://www.quizlet.com/>
2. From the search box along the top search for "N4/5 File Formats" hit search.
3. Select the top result.
4. Once selected choose "Test" along the top with the blue "A+" icon.
5. Along the side change it to Multiple Choice only (deselect all other options).
6. Hit the reconfigure button.
7. Take the Quiz!