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Practice; 3.5 References; 4 Business Modelling as a Foundation for Multimedia Development-Concerning Strategic, Process and Systems Levels in Organizations; 4.1 Business Modelling-Some Needs in Practice; 4.2 Business Modelling-Three Levels of Development Work 4.3 Business Modelling and Multimedia4.4 Business Modelling-Systematic Work in Phases; 4.5 Business Modelling of Values, Operations and Objects; 4.6 Business Modelling for Multimedia-Main Messages; 4.7 References; 5 How Should Interactive Media Be Discussed For Successful Requirements Engineering?; 5.1 Specifying Requirements; 5.2 Requirements Work In Multimedia Systems Development; 5.2.1 An interview survey of multimedia developers; 5.2.2 One result of the survey: weak tradition concerning requirements work; 5.3 Ozlab-A Simple Tool for Prototyping Interactivity 5.4 Challenges for Multimedia Requirements Work5.4.1 Choosing among different media; 5.4.2 Multimedia entails using different media interactively; 5.4.3 Static models are difficult to use for dynamic content; 5.4.4 The understanding deepens as the work proceeds; 5.4.5 Customers have vague notions and requirements; 5.4.6 Difficult to give requirements in explicit and measurable terms; 5.5 Writing Requirements vs Visualizing Requirements; 5.5.1 Resolving disputes; 5.6 Requirements Specification By Content Professionals; 5.7 Concluding Remarks; 5.8 References

6 Evaluating Interactive Multimedia in an Inexpensive and Timesaving Way-Illustrated by Business Case Studies6.1 Background; 6.2 The Multimedia Case Studies; 6.3 Evaluation Methods; 6.4 What to Evaluate; 6.5 Evaluation of the Structure; 6.6 Evaluation of the Interaction; 6.7 Evaluation of the Usability; 6.8 Evaluation of the Productivity; 6.9 Conclusions; 6.10 References; 7 Conceptual Modelling for Creating Multimedia Databases; 7.1 Introduction; 7.1.1 The evolution of conceptual modelling; 7.1.2 Multimedia databases; 7.1.3 Inquiry; 7.2 The ISO Report; 7.2.1 Conceptualization 7.2.2 General concepts and definitions

Sommario/riassunto

The uses of multimedia are rapidly increasing. Its power to present information in ways not previously possible and its integration of resources, allow for the creation of rich learning environments. Perspectives on Multimedia: Communication, Media and Information Technology provides a critical examination of the latest multimedia developments and approaches, such as Interface Technology and QoS architectures. Topics covered include:The key concepts intrinsic to digital forms of multimedia: integration, interactivity, hypermedia, immersion, narrativity and hybridity.The developme