



METADATA

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Abstract

The subject matter of this textbook arises from various aspects of mediated communication, but also the activity of modern human in general. This rapidly evolving field seeks a more user-friendly and descriptive presentation of information through multi-faceted and multi-layered structures, contributing to a better understanding of even challenging topics. This provides immediacy and a rich mediated experience for the user, who can select and navigate to the content of interest through multiple - non-linear - narrative paths and/or more advanced forms of interaction. Multimedia production is a highly interdisciplinary field that requires close cooperation between experts and teams from many different disciplines (e.g. graphic designers, scriptwriters, artists-creators, ICT specialists, programmers, communicators, journalists, economists, psychologists, etc.). However, most books on multimedia are usually of a technical nature, aimed

mainly at engineers, computer specialists and programmers, and do not lend themselves to being understood by other creative groups. This textbook attempts to address this issue by aiming to provide an understanding of the issues, to provide expertise and to develop the skills of writing and managing multimedia by ordinary users. Emphasis is placed on multimedia technologies, development methods and applications of non-linear storytelling in new digital media. The aim of the book is twofold. On the one hand, it aims at understanding the basic principles and technologies, pursuing easy execution of multimedia applications and hypermedia navigation as part of everyday digital information/information processes. On the other hand, it aims at acquiring multimedia production skills as part of the content creation/distribution processes of participatory users, freelancers, members of large organisations/producers, etc.

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