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## UNIT 14 MULTIMEDIA, VIDEO MAKING AND YOUTUBE

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### 14.0 OBJECTIVES

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After completing this unit, you will be able to:

- understand multimedia and its advantages;
- understand how to make presentations using graphics, multimedia and animation;
- know the usage of YouTube in business;
- understand how to upload a video through YouTube; and
- know how to create a YouTube personal channel.

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## 14.1 INTRODUCTION

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Multimedia is anything and everything that you watch and listen in a form of text, photograph, audio, video and many other means which are omnipresent in a present scenario. This is typically recorded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. We can use multimedia in every sphere be it business, schools, home, public places and virtual reality. Multimedia has animation, music, video and more of this. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects. Multimedia takes advantage of the brain's ability to make connections between verbal and visual representations of content, leading to a deeper understanding, which in turn supports the transfer of learning to other situations. In the present scenario, when technology is changing the world and bringing paradigm shift, the most used multimedia device on the planet is a smartphone. Multimedia offers lot of features like video, animation, text and audio while being interactive. There is a lot to consider in terms of what multimedia is and the proliferation of cell phones at different levels in different societies. A few more specialized ones would be TV's, computers and game consoles. Further back, the iPod and perhaps many of the Personal Digital Assistant (PDA) could be added into the mix. It would be contingent on how severely you would need all the media types mixed to fall into the definition of multimedia. In this particular unit, we will be discussing the various applications and usage of multimedia in everyday life which includes entertainment, education, teaching, learning and many more.

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## 14.2 MEANING OF MULTIMEDIA

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To understand about multimedia, it will be better to firstly understand the term 'Media'. Media is dedicated towards Broadcasting Video, Video Editing, News Forum, News Mediums (new papers, reporters) etc. Whole Multimedia consists of various mediums and media (Animation, Media, Video, Movies, Graphic Design and their tools).

Multimedia is a combination of text, graphics, sound, animation, and video, interactive electronic or digital means of handling delivered to the user. Multimedia elements include the text, video, sound, graphics and animation. The advantage of learning about animation and multimedia is to promote work from home (WFH) culture so that most part of your life you don't need to be in stereotype job but groom your knowledge skill as a freelancer. One can earn from anywhere, even being from their home. And most of its jobs are related to films and music industries.

### 14.2.1 Advantages of Multimedia

- **User friendly:** It does not need the number of energy users, in this sense, one can sit down to watch the demo, one can read the text and hear the sound. It can be used for a diversity of audiences, ranging from one person to the entire group.
- **Multi-Sensory:** It uses the senses of many users, while the use of multimedia, such as hearings, sees and talk. It can be used for a variability of audiences, ranging from one person to the entire group.
- **Comprehensive and Interactive:** Through different media in the process of digital integration. The possibility of interaction easy feedback is greatly increased. It is also very flexible and can easily be changed to adapt to different situations and audiences.
- **Deeper sympathetic:** Multimedia learning takes the mileage of the brain's aptitude to make connections between verbal and visual representations of content, leading to a deeper thoughtful, which in turn supports the transfer of learning to other situations. All of this is important in today's 21<sup>st</sup> century classrooms, as it prepares students for a future with higher-level thinking, problem solving and concerted skills.
- **Improved problem solving:** A large fraction of the human brain dedicates itself to visual processing. Thus, using images, video and animations alongside a text stimulates the brain. Student consideration and retention increase. Under these circumstances, in a multimedia learning environment, students can identify and solve problems more easily compared to the scenario where teaching is made possible only by textbooks.
- **Access to a vast variety of information:** With computers, tablets, smartphones and the internet, students are today better equipped than ever to search and find the information they need.

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### 14.3 USAGE AND MAKING MULTIMEDIA

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Multimedia is heavily used in the entertainment industry, especially to develop special effects in movies and animations (VFX, 3D animation, 3D printing, etc.). Multimedia games are a popular pass time and are easily available either as CD-ROMs or online.

The various advantages of multimedia application in day to day life are given below:

- Multimedia applications allow the computer user to communicate with the computer system in a variety of ways either by speaking, writing or moving objects etc.
- It gives a real-world impression to the users while using a computer.

- It enables communication with people in remote locations just like all sitting in a single drawing room.
- Users do not need to convert data into computer acceptable form rather the data can be easily acceptable in the form of voice, moving pictures, and images etc.
- It also enables disabled persons to use computer systems by connecting computers systems to other machines and electronic devices.

There are two types of Multimedia elements which are omnipresent in the present scenario:

- **Person to Person Communication:** It provides a mechanism for user to interact with each other and a transport layer to move multimedia signal from one user to another. Multimedia signal is created by user interface and user is allowed to interact with via video calls, teleconferencing etc.
- **Person to Machine Communication:** It provides a mechanism for storage and retrieval of multimedia signal that are either requested by user or created by user. Examples include document archive and broadcast video, creation and access of business meeting notes etc.

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## 14.4 CHALLENGES FACED IN IMPLEMENTING MULTIMEDIA TOOL IN BUSINESS

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Companies generally face new challenges when they encounter with new technologies. Managers must overcome these if companies are to absorb new technologies efficiently. Similarly, presentation by using different multimedia tools for business will be a great way to represent the company virtually and in physical format. But prior to this, there are certain challenges which the companies must address which can really be helpful in enhancing a business. Few of such challenges are listed below such as:

- Information security (including data privacy, storage, and management)
- Social media
- Risk management and governance
- Regulatory compliance
- Technology integration and upgradation
- Resource management
- Infrastructure management etc.

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## 14.5 DOING DESIGNING USING GRAPHICS

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Graphic design is defined as “the art and practice of planning and projecting ideas and experiences with visual and textual content”. In other terms, graphic design communicates certain ideas or messages in a visual way.

These visuals can be as simple as a business logo, or as complex as page layouts on a website. Graphic design is useful all over the place. Graphic designers aren't limited to working in certain locations. A graphic designer works at magazines, advertising, marketing agencies, and more. They take graphical and textual elements and implement them into multiple types of media. Graphic design can also be used by companies to promote and sell products through advertising, or by websites to convey complicated information in a digestible way through info graphics, or by businesses to develop an identity through branding, among other things. These various graphic design elements include color, form, line, shape, size, space and texture. The elements are used in conjunction or opposition with each other to create visually striking and impactful designs. Examples of modern-day graphics are:

- **Website design:** It involves creating engaging and intuitive web pages for users. This includes overall layout, color scheme and navigation.
- **User experience (UX) design:** It is focused on ensuring a website or application is easy and satisfying to use. These designers emphasize value, usability, adoptability and desirability.
- **Motion graphics designer animation:** It brings visual elements to life through special effects, TV shows, video games and movies etc.

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## 14.6 ANIMATION

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Animation is the process of designing, drawing, making layouts and preparation of photographic sequences which are integrated in the multimedia and gaming products. It involves the exploitation and management of still images to generate the illusion of movement. A person who creates animations is called an animator. An animator uses various computer technologies to capture the still images and then to animate these in desired sequence. Modern entertainment industry of these days i.e. film and television has gained popular heights because of advances in animation, graphics and multimedia. Television advertisements, cartoons serials, presentations and model designs all make frequent use of animation and multimedia techniques. Among the many popular forms of animation, the three most prominent are discussed below:

- 1) **2D Classical Hand-Drawn Animation:** 2D Classical hand drawn Animation is the oldest and simplest yet not easiest and cheapest method of animation. Even with the advancement of technology the principle of drawing remains the same for it, pencils are traded in for stylus' and paper exchanged for cintiq's and Wacom tablets. These technical tools are making it easier and more accessible; some of the greatest animators alive still employ pencil and paper to draw their animation.

- 2) **3D Computer Graphics Animation:** This form of animation only became possible with innovations in computer graphics in the 1990s, and has become massively popular since then. The computer graphics allow the animator to create photo realistic images that the classical animation can't. Also, powerful animation software allows for in-betweens, lighting, building crowds, environments and more. Because of this, it has become the most common form of animation used in the film industry today.
- 3) **Stop-Motion Animation:** Stop motion animation is the oldest as well as one of the most interesting forms of animation. This form involves taking individual photographs of physical models, objects, puppets or people as they are moved around in one frame at a time.

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## 14.7 MAKING PRESENTATION USING GRAPHICS

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Presentations can be made more interesting and catchier by using graphics. A good and pleasant graphics presentation is something that is aesthetically pleasing and consistent enough not to distract the attention of audience from the subject and the author, and significant enough to be an ideal addition to the words which are spoken. Graphics presentations are considered more popular than the simple presentation. There are certain benefits that graphics provides over simple text. Graphics are particularly good at communicating that one thing is larger than another, while illustrating relative amounts and can also easily break complicated concepts into multiple graphics for easy understanding.

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## 14.8 MAKING PRESENTATION USING MULTIMEDIA

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Humans are visual creatures, and as such we prefer a visual illustration. A multimedia presentation differs from a normal presentation in sense that it contains some form of animation or media. Multimedia presentations have become an inevitable part of business and education now a days. With the rising demand for powerful and feature-rich presentation software, developers keep presenting more and more advanced tools that actually make users create impressive presentations faster and more easily than ever. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects. Except for the lack of touch and smell, it is virtually similar to face-to-face communication, especially when presented in a high-resolution life size screen. Typically, a multimedia presentation contains at least one of the following elements:

- 1) Video or movie clip
- 2) Animation
- 3) Sound (this could be a voice-over, background music or sound clips)
- 4) Navigation structure

### **Choice of Multimedia Presentation Technology:**

The first and hardest part for the presentation is to choose the technology. The choice comes down to two main contenders, Adobe Flash or Microsoft PowerPoint. A brief on both the Adobe Flash and Microsoft PowerPoint is given below:

**Adobe Flash:** Adobe Flash has a very good video compression technology; it allows to create presentations with powerful animation. The best part of Flash is that it also allows to put presentations directly onto their website.

**Microsoft PowerPoint:** The easiest way to create a multimedia presentation is in Microsoft PowerPoint. In MS PowerPoint presentation, we can add video, a soundtrack and also a reasonable degree of animation as per our requirements. By far the biggest advantage of making multimedia presentations in PowerPoint is that it is easy for anyone to be able to edit the presentation.

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## **14.9 MAKING PRESENTATION USING ANIMATION**

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Presentations can be made catchy by using animation effects. Use of animation in a presentation complement the content and draw the user's eye to key elements. There is no need to use any separate app to create animation effects in a presentation. PowerPoint offers some of the easiest, point and click tools to do this. While adding animation to the presentation instead of the effect the content of the presentation must be the focus point. There are two key types of animation in Microsoft PowerPoint which can be used to add the animation effect in the presentation:

- Object animations includes individual items like, text or shapes going in motion on a slide.
- Animated transitions include the effects that play when you move from one slide to the next in PowerPoint.

### Check Your Progress A

1) What are the types of Multimedia elements?

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2) What are the various challenges faced in implementing multimedia tool in business?

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3) What are the various popular forms of animation?

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4) How to make presentations by using Graphics?

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## 14.10 YOUTUBE

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YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allows them to upload videos which can be watched by anyone. Every minute of every day a large number of videos are uploaded on YouTube.



Source: YouTube

Fig. 14.1: About YouTube

Video files can be very large and are often too big to send to someone else by email. By posting a video on YouTube, you can share a video simply by sending the other person a URL link that is, the address of the relevant internet page. When YouTube was created back in 2005, it was intended for people to post and share original video content but since then it has also become both an archive for storing favorite clips, songs, jokes, as well as a marketing site for companies to promote their products.

#### **Main Functions of YouTube:**

- 1) Users can search for and watch videos of their interest
- 2) A personal YouTube channel can be created to reach to a large group of people
- 3) Upload videos to your channel
- 4) Video uploaded on YouTube can be watched and shared with others free of cost
- 5) Users can subscribe and follow other YouTube channels and users to get updated with any further notification by them
- 6) Various playlists can be created as per the need to organize and group videos together

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### **14.11 APPLICATION OF YOUTUBE IN BUSINESS**

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Any kind of business be it small or large must continually think of ways to get its products in front of as many people as possible. YouTube can help the business to grow in a cost effective way if it is actively used as a part of its marketing strategies. Some of the applications of YouTube in business are explained below:

- 1) **Using YouTube for Brand Awareness:** Many advertisers often use YouTube for advertising their brands to create awareness. Here it's not about individual videos or services, rather it's a chain effort to promote the brand in the same way that is seen on television. Single videos might get lost in the heaps of videos but the brand videos don't. Brand awareness videos are more about entertaining which is a simple approach where the brand makes an image for its viewers to enjoy.
- 2) **Using YouTube for Advertising Products:** YouTube can be used for advertising about the products. For the category that pushes individual products, YouTube would be the best place as this requires direct approach that makes videos informative plus educational while focusing on brand and entertaining.
- 3) **Using YouTube for Retail Promotion:** Many brands use YouTube to promote retail stores. In this case the videos produced can be in general

or specifically targeted or for short-term promotions. Even educational institutions can pitch in for YouTube videos by demonstrating products like Google Classroom, Microsoft Teams, Teach Next or other such services that they offer.

- 4) **Using YouTube for Sales:** Using YouTube for generating sales for products/services is a terrific idea and can be implemented at the grassroots level itself. All need to be done is to show the product in action or provide a clip of the service related to the question and generate sales by directing the viewer to the website. The best idea is to showcase the product video, how to use, upgrading and other such stuff. Create a shorter version of the videos which can be promoted by using YouTube Ads, but focus on the goals of the product in the video which the user wants to see and it'll gain more YouTube viewership.
- 5) **Using YouTube for Product/Customer Support:** Many companies show themselves as extending support, which is not true; only some companies extend their support for existing & upcoming customers. In this case, YouTube helps in generating new focus for businesses in support sectors. Focus can be made to the customer problems, Q&A, and videos can be produced to address these issues and methods. It will not only help the customers but it will also help the marketers in future. Useful service- related videos will always reduce the company's costs.
- 6) **Using YouTube for Training Purpose:** YouTube videos can also be used for internal and external purposes like product training for meetings, conferences, etc. Doing so will save a lot of time. Recently digital marketing companies like MOZ, Distilled, and Blue Glass use these methods to reach consumers for conferences. Apart from these, people who are unable to attend conferences due to various reasons can purchase these informative videos online from the relevant stores. Using these informative videos in YouTube is gaining popularity, as now the videos are available for rental purpose where the user can watch them as and when required.

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## 14.12 UPLOADING A VIDEO THROUGH YOUTUBE

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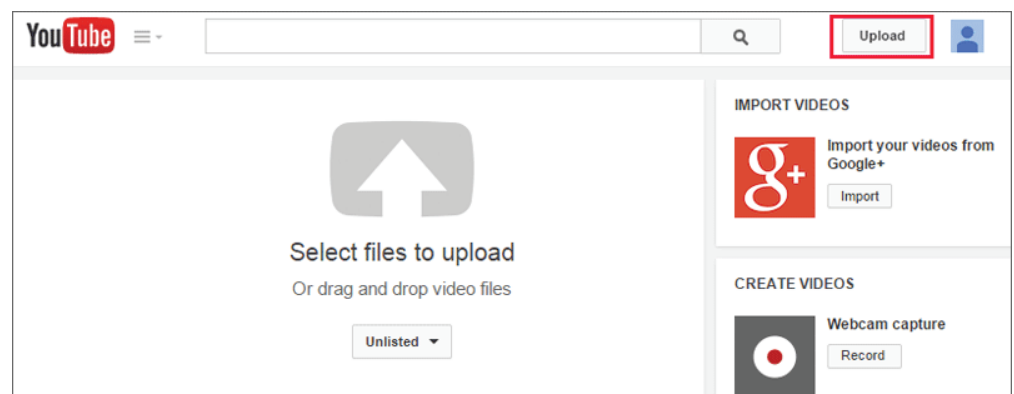
Videos on YouTube can be uploaded in 4 easier steps as given below:

**Step 1: Sign in to your account:** First step is to upload a video on YouTube by sign in to the account. Videos cannot be uploaded until the users have signed in the account. For signing in go to the YouTube homepage and click the sign-in link in the top right-hand corner. If you have multiple accounts associated with the device you are using you will be prompted to choose the appropriate one. Once done so, enter your password and it will take you back to the main YouTube page.

**Step 2: Click the upload button:** After signing in the first step, user needs to click the upload button. It's also located in the top right-hand corner and is represented by an up arrow with a line underneath it. That will take you through to a dedicated upload page, where you can choose where you have to source your upcoming viral sensation from.

**Step 3: Choose video source and privacy settings:** The upload page gives you a few different options to pick from and they are all worth considering. For starters, you need to decide whom you want to see your video, and adjust the privacy settings accordingly. If you want anyone and everyone to see it, choosing the "Public" setting in the central drop-down is the way to go. If you want a little more control over who sees it, selecting "Unlisted" keeps it from being findable through searches. Instead, people would need to click the direct link or go to your channel. If you are just looking to keep the video privately for yourself, or to store something for later unveiling, choose to make your video "Private" instead. "Scheduled," lets you choose a future time and date for a video to become public. Once you have made your decision about who can see your video, you need to select where you are uploading it from. There are specific options on the right-hand side for live-streaming and importing, but most will be doing so from their local device. For that, click the large white arrow with a gray backdrop in the center of the screen and pick the video you want to upload from your various files and folders.

**Step 4: Managing the upload:** Once the videos being uploaded have been confirmed by the user, they will be taken to the upload page. Here, the users will be able to see a progress bar at the top of the screen, which will show how much of it has uploaded, and how long until it's completed.



Source: YouTube

Fig. 14.2: Uploading videos on YouTube

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## 14.13 EARNING ADVERTISEMENT REVENUE FROM YOUTUBE

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Earning with YouTube is easy, but making big money with the platform can be a challenge. Below stated are few ways to earn revenue from YouTube:

**Enable AdSense for YouTube on Your Account:** The first two steps in earning online revenue with YouTube is to open an account and turn on account monetization. Enabling monetization requires accepting YouTube's advertising guidelines and connecting to an AdSense account for payment. Enabling ads to YouTube videos requires agreeing to Google's ad revenue share for YouTube. There is a 45/55 split for all content creators, so Google keeps 45 percent of all YouTube advertising on videos, and the users get the remaining 55 percent.

**Upload a Video and Promote:** In order to earn revenue on a video, one needs to first post videos on one's YouTube account. Once the video is online, people needs to watch it. For promoting the content, the users should share it to his social networks, to family and friends, on blogs, and any other possible digital outlet. More views to the videos mean more money in pocket.

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## 14.14 GOOGLE ADSENSE

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There are many ways to monetize the website traffic, and most of them are related to advertising third-party products or services to website visitors. There are many advertising programs that can help to earn money now a days, but the most popular is Google AdSense. This advertising program was launched in mid 2003 by Google and is currently the most popular advertising program on the Internet. It provides a good opportunity for webmasters and site owners to monetize their traffic. Once the AdSense account is linked to users YouTube account, they start receiving credit for each video's monthly revenue. Once \$100 are accumulated in earnings, Google will issue a payment to the registered users bank account. The user can choose to be paid either via direct deposit (not available in all countries) or by cheque, out of both the options direct deposit is the fastest method and has no fee.

### **The Advantages of Google AdSense:**

- 1) **A huge number of publishers and advertisers:** As of today, over 10 million websites are using it.
- 2) **High level of security, safety and transparency for both advertisers and publishers:** This is another good feature of AdSense. Google acts as

an intermediary between the two sides and is mindful of the whole process being transparent and clear for everyone. All the necessary metrics can be tracked within Google Analytics Account.

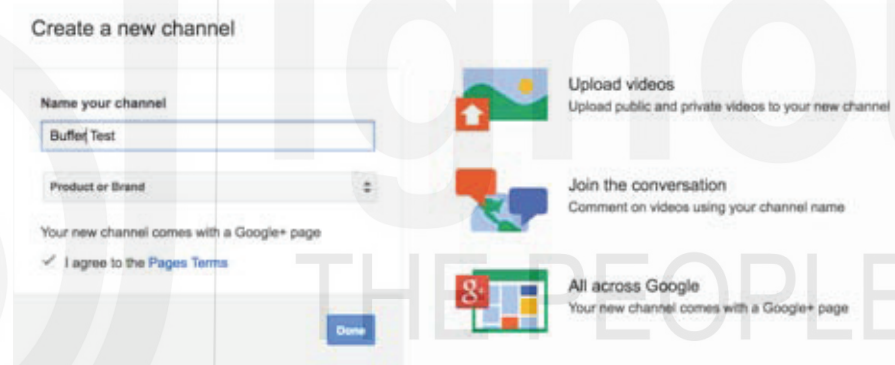
- 3) Variety of ad formats:** In AdSense, advertisers can run text, images, HTML ads, video ads and much more, and in many different sizes. A publisher can experiment with different ad types and figure out which ones drive the most revenue.

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## 14.15 CREATING A YOUTUBE PERSONAL CHANNEL

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Anyone can view YouTube without having an account. Nevertheless, you need to generate a YouTube channel (it's free) if your idea to upload videos, add comments, or make playlists. Review the information that's displayed, including your account name and image, and authorize the information is correct to make your channel



Source: YouTube

14.3: Creating A YouTube Personal Channel

- 1) Start with the basics:** Creating a business channel is incredibly easy. It can be created by just few click by following the given steps:
  - Sign into YouTube and click on the user icon at the top right of the screen
  - Click on the gear icon to get to your account's YouTube Settings
  - Click on Create a new channel
  - Then choose "Use a business or other name"
  - Add your Brand name and click create
- 2) Fill in the about section:** After doing the basics, the next step is to fill out profile and channel description. Here one needs to describe the brand upto what viewers expect to see on the channel. This is also a great place to add links to the website and other social media networks. This description will appear in more than one place on channel.

- 3) **Channel your art:** When you go to a YouTube channel, you will immediately be greeted with a large banner displaying the channel name. This is your cover photo and is prime real estate for introducing your brand. You can make your cover photo as extravagant or minimal as you like, but just make sure that brand is the focal point, as it is going to be the first impression someone gets upon entering.
- 4) **Know the market and content type:** While starting a YouTube channel, the user must have more than enough source material to work with, and he/ she should be able to can approach the content in more than one way. User should also create content that is aimed at the target demographic of the business. The more that you cater to your target market, the more likely they will want to look into your business services.
- 5) **Upload first official video:** After a fair editing and filming of video is done it's the time to upload it. Video can be uploaded by clicking on the upload option at the top right of the screen while logging into the account.
- 6) **Optimize for search:** YouTube has its own set of parameters to optimize your video for search. While uploading a video, user will be asked to fill in a title, description, and tags etc. These are essential components for the video be easily discoverable in YouTube search. Fill these sections out to the best of your ability using keywords to describe the video and your business. If the video is well optimized for YouTube itself, this can extend to search engines as well.
- 7) **Stay consistent:** Creating a successful YouTube channel takes time and effort, and viewers expect consistency from the channels that they subscribe to. After the first video, one must be sure to plan the next few videos ahead of time and then finally to promote your channel Integrate it in the website and share videos outside of YouTube.

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## 14.16 SUBSCRIBE FOLLOW YOUTUBE CHANNEL

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Users can subscribe the channels they want to see more content and get updated with the latest news from those channels. The particular channel can be subscribed by clicking a Subscribe button under any YouTube video or on a channel's page. Various step given below should be followed for subscribing a YouTube channel:

### Steps to Subscribe/Follow a YouTube channel:

- 1) Open the YouTube app or go to [m.YouTube.com](https://m.youtube.com).

- 2) Sign in to YouTube.
- 3) If you're on the Home tab:
  - Below the video whose channel you want to subscribe to, tap the channel icon.
  - Tap Subscribe.
- 4) If you're watching a video whose channel you want to subscribe to:
  - Below the video, tap Subscribe.

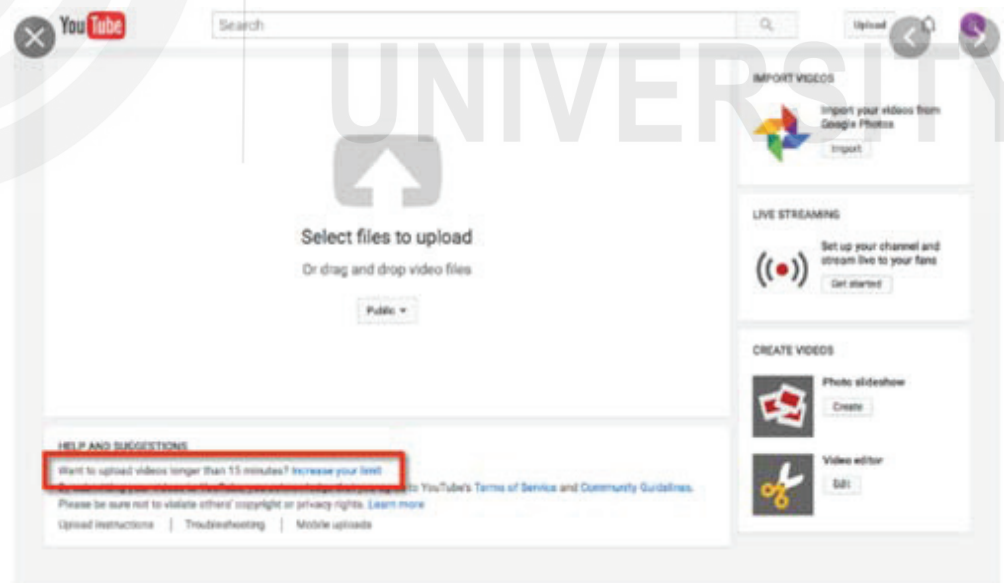
Once you subscribe to a channel, you will see a list of recommended channels on your screen. These are based on related channels that you are not already subscribed to. You can always view a channel's content before subscribing. You can opt to get a notification every time the channel publishes content by changing your notification settings. To unsubscribe from a channel, follow the same instructions for subscribing to a channel. Instead of tapping Subscribe, tap Subscribed. A notification confirming that you have unsubscribed from the channel will appear at the bottom of your screen.

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## 14.17 UPLOADING VIDEOS ON CHANNEL

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Using YouTube or another free video-sharing site is the easiest way to put a video on the website. Most of these sites offer free accounts and let the users upload an unlimited number of videos. YouTube generates a code to use to embed your video on your website or blog.



Source: YouTube

Fig 14.4: Uploading Videos on YouTube

Content Delivery Network (CDN) can also be used for a website video. It uploads, convert, host, and stream your website videos, plus a lot more beyond that. You can customize the look and behavior of the video player, automatically insert ads into your web videos, or charge users to download your video content.

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## 14.18 CREATE PLAYLIST TO ORGANIZE VIDEOS

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A playlist is a group of videos created by you or someone else on YouTube. Whether you are a YouTube viewer or creator, it's a way to organize videos with similar characteristics. If you have created any music playlists in the past, it's a concept you will be familiar with. In a nutshell, playlists make it easy for viewers to find the videos they want to watch with a few simple clicks, videos are saved and sorted.



Source: YouTube

Fig. 14.5: Organizing YouTube Playlist

Most people are familiar with the concept of music playlists by now, but not many realize you can also make video playlists either private or shareable. With YouTube, making playlists is a flexible way to group favorite videos.

### How to Add Videos to a Playlist:

Adding videos to a YouTube playlist is simple. Underneath every video is an Add to the icon (appears as a plus symbol). If you have already created any playlists, they are listed in the drop-down menu, along with a Watch Later option and a Create new playlist option. If you select Create a new playlist, you are asked to enter a name for the playlist and to select a privacy setting. The privacy settings are:

- **Public** – anyone can search for and view your playlists
- **Unlisted** – only people you send a link to can view the playlist
- **Private** – only you can see the playlist

### **How to organize Your YouTube Playlists:**

Existing playlists can be managed and edited from the menu pane at the left side of the YouTube screen. If you don't see it, click the three-horizontal-line menu icon at the top left corner to expand the pane. The Library section contains your Watch Later list and each playlist that you've created. Click on a playlist name to see information about the playlist including a list of each video you've added to it. You can remove videos from the playlist, select a Shuffle Play option, and select a thumbnail image for the playlist.

### **How to optimize YouTube Playlists for Search:**

YouTube allows users to add titles, tags, and descriptions to their playlists, just as individual videos. Adding this information makes it easier for people to find any playlists when they do a web search and makes it more likely that YouTube recommends playlist to people watching similar videos. Just click on a playlist in the left pane and select Edit when the playlist information screen opens. Click Add a description and enter titles, tags, and descriptions in the box provided for that purpose. In this screen, the users can also reorder the videos in the playlist and change the privacy settings.

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## **14.19 FUTURE OF ANIMATION WITH ARTIFICIAL INTELLIGENCE**

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The arena of multimedia covers a broad range of research and technologies that intent to progress solutions for individual disciplines as well as multidisciplinary domains. From the beginning, multimedia research has employed Artificial Intelligence (AI) techniques to address various encounters in this zone.

A great personality that comes to our mind when we discuss about animation is 'Walt Disney'. They are identical with mainstreaming of animation. He was a true visionary, as he could predict what lies in the future, much ahead of his times. His aptitude and thoughts twisted easy 2-D characters supported a mouse and a duck into a multi-billion-dollar business multinational.

Multimedia plays an energetic character in the smarter cities eco-system due to enormous occurrence of multi model sensors and smart objects in the atmosphere, increased multimedia teamwork among dissimilar organizations, and real-time media sharing between socially connected people.

Traditional animation (or classical animation, cell animation, and hand-drawn animation) is an animation procedure in which each frame is drawn by hand. The method was the leading form of animation in cinema until the advent of computer animation. 21<sup>st</sup> Century, 3D characters are not any lengthier a mix of triangles and polygons etc., but, realistic characters that are frequently

created with such carefulness that an automatic express may not even be adequate to distinguish between real and energetic.

### **Types of 3D Animation**

- 3D Video and Film.

Among the types of 3D animation, 3D video and film are the most common.

- Interactive 3D.

This is a 3D animation production that features purely digital realm and created using a 3D computer software.

- Virtual Reality 3D
- Inverse Kinematics
- Fluid Simulation
- 3D Skeletal Animation
- Animation with AI

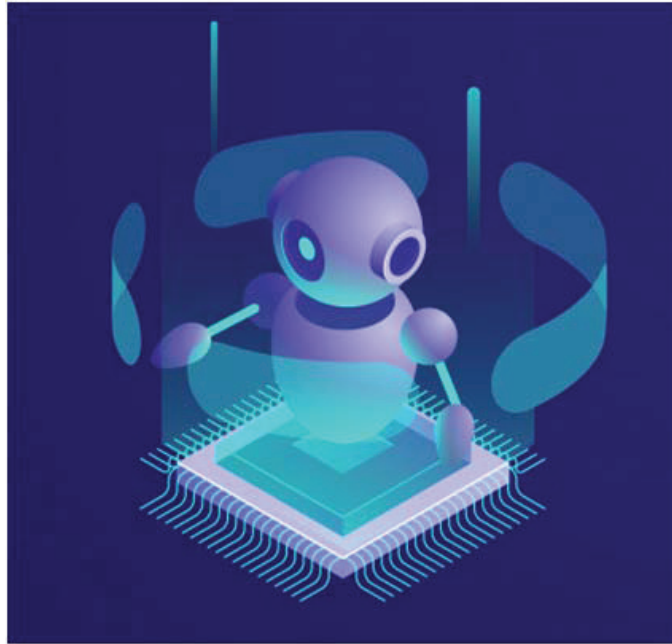
### **AI In Animation**

The world was familiarized to 3D animation via The Graphics Group. 21<sup>st</sup>-century 3D characters are no lengthier a mixture of triangles and polygons etc. Machines are no longer just learning, but, imagining as well. Current years have observed the immediate progress of deep learning and AI chiefly built tools that are reaching to enlarge the contemporary possibility of animation to invisible levels.

### **Features of AI in animation**

Automation and artificial intelligence (AI) are transforming businesses and will underwrite to economic growth via contributions to productivity. In Animation and multimedia, it has created a wonder.

- AI automation with train deep learning algorithms to accomplish routine tasks like creating a digital character look lifelike.
- AI facilitates fast formation of varied game elements like 3D models and animations, game pure mathematics, story integration and texturing
- AI tools, and robots can begin dominating the industry, simply the approach they took over the factories and therefore the client service duties
- Inventive artists to devote fewer time on the labor-intensive setting by frame redaction method and to target additional fascinating things.
- Norah AI software came with Auto Rig tool, human motion simulation and blending as well as a Motion Editor that can grip a wide range of 3D animation and game design requirements.



Source: Taiger

**Fig. 14.6: Multi-function virtual assistants**

The above figure may include multi-function virtual assistants, which connect to mini-applications that use semantic search to inform, endorse, or manage on behalf of users

Artificial intelligence holds the significant impact to a new epoch of innovation, one where computers begin to work logically on our behalf rather than under our knowledge. It's an age where know-how will become more instinctive, more informal, brainier, will permit businesses to improved know and assist their customers in ways beforehand incredible, and eventually resolve some of the earth's principal contests.

**Check Your Progress B**

- 1) How to use YouTube for retail promotion?

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- 2) What are the advantages of Google AdSense?

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3) How to add videos to playlists?

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4) What are the ways to earn advertisement revenue from YouTube?

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## 14.20 LET US SUM UP

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Multimedia plays an important role in today's society because it is society now all are the things is kept up with the times. The multimedia is a good way for communication because that can easy to communicate and understand what they say. After that, multimedia has animation, music, video and more of this. A multimedia presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects.

Animation involves the exploitation and management of still images to generate the illusion of movement. A person who creates animations is called animator. He / she use various computer technologies to capture the still images and then to animate these in desired sequence. Animations in PowerPoint can really draw your audience's attention to elements of a presentation. You don't have to use separate apps to create animation effects. PowerPoint offers some of the easiest, point and click tools to add animation to your presentations

YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube. For uploading a video one can Sign into your account, Click the upload button, choose video source and privacy settings and Managing the upload.

There are many ways to monetize your website traffic, and most of them are related to advertising third-party products or services to your website visitors. There are many advertising programs that can help you earn money nowadays, but the most popular is Google AdSense. This advertising program was launched in mid-2003 by Google and is currently the most popular advertising program on the Internet. It provides a good opportunity for webmasters and site owners to monetize their traffic - every year, Google pays over \$10 billion to its publishers.

AI is automating animation tasks exclusively in order that the animators don't get to lure frame by frame. The AI-based advanced algorithms are proficient of automating the rendering of advanced visual effects.

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## 14.21 KEY WORDS

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**Multimedia:** Multimedia is a combination of text, graphics, sound, animation, and video, interactive electronic or digital means of manipulation delivered to the user.

**Multimedia Presentation:** Multimedia Presentation is a standalone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects.

**Animation:** It is the process of designing, drawing, making layouts and preparation of photographic sequences which are integrated in the multimedia and gaming products.

**YouTube:** YouTube is a free to use service and can be a great space for teens to discover things they like. For many young people, YouTube is used to watch music videos, comedy shows, how to guides, recipes, hacks and more

**Google AdSense:** Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content and visitors. The ads are created and paid for by advertisers who want to promote their products.

**YouTube playlist:** A playlist is a group of videos created by you or someone else on YouTube. Whether you are a YouTube viewer or creator, it's a way to organize videos with similar characteristics.

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## 14.22 TERMINAL QUESTIONS

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- 1) What is multimedia? What are the advantages of learning multimedia?
- 2) What are the challenges faced in implementing multimedia tools in business?
- 3) What are the various forms of animation?

- 4) How is YouTube useful for businesses?
- 5) How can one upload a video through YouTube?
- 6) How can advertisement revenue can be earned from YouTube?
- 7) What is Google AdSense? And what are its various advantages?
- 8) How can someone create a YouTube Personal Channel?
- 9) What are the steps to subscribe/follow a channel?
- 10) What is a YouTube playlist? How to organize a YouTube Playlist?

**Note:** These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for yours practice.



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