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Multimedia Making It Work

FOURTH EDITION

TAY VAUGHAN

Multimedia Pioneer and President
of Timestream, Inc.



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Multi media

Multimedia: Making It Work, Fourth Edition

Multimedia is any combination of text, graphic art, sound, animation and video

Tay Vaughan

Osborne **McGraw-Hill**

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Milan Montreal New Delhi Panama City Paris São Paulo Singapore Sydney Tokyo Toronto

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Seventeenth Street Studios

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Osborne/McGraw-Hill
2600 Tenth Street
Berkeley, California 94710
U.S.A.

For information on translations or book distributors outside the U.S.A., or to arrange bulk purchase discounts for sales promotions, premiums, or fund-raisers, please contact Osborne/McGraw-Hill at the above address.

Multimedia: Making It Work, Fourth Edition

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34567890 AGM AGM 90198765432109

ISBN 0-07-882552-0

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Acknowledgments

This fourth edition of *Multimedia: Making It Work* includes the cumulated input and advice of many colleagues and friends over a seven-year period. Each time I revise and update this book, I am pleased to see that the acknowledgments section grows. Indeed, it is difficult to delete people from this (huge) list because, like the stones of a medieval castle, new and revised material relies upon the older foundation. I will continue accumulating the names of the good people who have helped me build this castle and list them here, at least until my publisher cries "Enough!" and provides substantial reason to press the Delete key.

Megg Bonar, Madhu Prasher, Judith Brown, Robin Small, Scott Rogers, and Stephane Thomas carried the Osborne/McGraw-Hill flag for this edition. As technical editor, Takis Metaxas from Wellesley College added significant value in my quest to make this work useful in the classroom. In past editions, Bob Myren, Heidi Poulin, Mark Karmendy, Joanne Cuthbertson, Bill Pollock, Jeff Pepper, Kathy Hashimoto, Marla Shelasky, Linda Medoff, Valerie Robbins, Cindy Brown, Larry Levitsky, Frances Stack, Jill Pisoni, Carol Henry, and Linda Beatty went out of their way to keep me on track. Chip Harris, Dan Hilgert, Helayne Waldman, Hank Duderstadt, Dina Medina, Joyce Edwards, Theo Posselt, Ann Stewart, Graham Arlen, Kathy Gardner, Steve Goeckler, Steve Peha, Christine Perey, Pam Sansbury, Terry Schussler, and Michael Allen have contributed to making the work more complete since its first edition. The professional and disciplined contribution of my colleague, Donna Booher, will remain always evident throughout the chapters of this work.

My very bright students and friends from the Interactive Telecommunications Program at the Helsinki School of Economics and Business Administration (Helsingin Kauppakorkeakoulu) continue to supply hands-on and practical insights into the difficulties of designing multimedia. Finland, it seems, as a country of about 5 million, ranks as the largest user of the Internet in the world on a per capita basis.

I would also like to acknowledge many friends in the computer and publishing industries who continue to make this book possible. They send me quotes and multimedia anecdotes to enliven the book; many arranged

for me to review and test software and hardware; many have been there when I needed them. I would like to thank them all for the time and courtesy they afforded me on this project:

Grace Abbett, Adobe Systems
 Eric Alderman, HyperMedia Group
 Heather Alexander, Waggener/Edstrom
 Laura Ames, Elgin/Syferd PR
 Kurt Andersen, Andersen Design
 Ines Anderson, Claris
 David Antoniuk, Live Oak Multimedia
 Yasemin Argun, Corel Systems
 Cornelia Atchley, Comprehensive Technologies
 Dana Atchley, Network Productions
 Pamela Atkinson, Pioneer Software
 Ann Bagley, Asymetrix
 Patricia Baird, Hypermedia Journal
 Gary Baker, Technology Solutions
 Richard Bangs, Mountain Travel-Sobek
 Sean Barger, Equilibrium
 Jon Barrett, Dycam
 Heinz Bartsch, The Search Firm
 Bob Bauld, Bob Bauld Productions
 Thomas Beinar, Add-On America/Rohm
 Bob Bell, SFSU Multimedia Studies Program
 George Bell, Ocron
 Mike Bellefeuille, Corel Systems
 Andrew Bergstein, Altec Lansing
 Kathy Berlan, Borland International
 Camarero Bernard, mFactory
 Brian Berson, Diamondsoft
 Bren Besser, Unlimited Access
 Tim Bigoness, Equilibrium
 Nancy Blachman, Variable Symbols
 Dana Blankenhorn, Have Modem Will Travel
 Brian Blum, The Software Toolworks
 Sharon Bodenschatz, International Typeface
 Michele Boeding, ICOM Simulations
 Donna Booher, Timestream
 Gail Bower, TMS
 Kellie Bowman, Adobe
 Susan Boyer, Blue Sky Software
 Deborah Brown, Technology Solutions
 Eric Brown, NewMedia Magazine

Russell Brown, Adobe Systems
 Tiffany Brown, Network Associates
 Stephanie Bryan, SuperMac
 Ann Marie Buddrus, Digital Media Design
 David Bunnell, NewMedia Magazine
 Jeff Burger, Creative Technologies
 Bridget Burke, Gryphon Software
 Dominique Busso, OpenMind
 Ben Calica, Tools for the Mind
 Doug Campbell, Spinnaker Software
 Teri Campbell, MetaCreations
 Doug Camplejohn, Apple Computer
 Norman Cardella, Best-Seller
 Tim Carrigan, Multimedia Magazine
 Herman Chin, Computer Associates International
 Jane Chuey, Macromedia
 Angie Ciaroni, Hayes
 Kevin Clark, Strata
 Cathy Clarke, DXM Productions
 Frank Colin, Equilibrium
 David Collier, decode communications
 David Conti, AimTech
 Freda Cook, Aldus
 Renee Cooper, Miramar Systems
 Wendy Cornish, Vividus
 Patrick Crisp, Caere
 Michelle Cunningham, Symantec
 Lee Curtis, CE Software
 Eric Dahlinger, Newer Technology
 John deLorimier, Kallisto Productions
 Jeff Dewey, Luminaria
 Jennifer Doettling, Delta Point
 Hank Duderstadt, Timestream
 Mike Duffy, The Software Toolworks
 Eileen Ebner, McLean Public Relations
 Dawn Echols, Oracle
 Dorothy Eckel, Specular International
 Joyce Edwards, Timestream
 Kevin Edwards, c|net
 Mark Edwards, Independent Multimedia Developer

Dan Elenbaas, Amaze!
 Ellen Elias, O'Reilly & Associates
 Shelly Ellison, Tektronix
 Kathy Englar, RayDream
 Jonathan Epstein, MPC World
 Jeff Essex, Audio Synchrosy
 Sharron Evans, Graphic Directions
 Kiko Fagan, Attorney at Law
 Joe Fantuzzi, Macromedia
 Lee Feldman, Voxware
 Laura Finkelman, S & S Communications
 Holly Fisher, MetaTools
 Terry Fleming, Timeworks
 Patrick Ford, Microsoft
 Marty Fortier, Prosonus
 Robin Galipeau, Mutual/Hadwen Imaging
 Kathy Gardner, Gardner Associates
 Peter Gariepy, Zedcor
 Bill Gates, Microsoft
 Petra Gerwin, Mathematica
 John Geyer, Terran Interactive
 Jonathan Gibson, Form and Function
 Karen Giles, Borland
 Amanda Goodenough, AmandaStories
 Danny Goodman, Concentrics Technology
 Howard Gordon, Xing Technology
 Jonathan Graham, Iomega
 Catherine Greene, LightSource
 Fred Greguras, Fenwick & West
 Maralyn Guarino, Blue Sky Software
 Cari Gushiken, Copithorne & Bellows
 Kim Haas, McLean Public Relations
 Marc Hall, Deneba Software
 Johan Hamberg, Timestream
 Lynda Hardman, CWI - Netherlands
 Tom Hargadon, Conference Communications
 Chip Harris, InHouse Productions
 Sue Hart, FileMaker
 Trip Hawkins, 3DO/Electronic Arts
 Randy Haykin, Apple Computer
 Jodi Hazzan, SoftQuad
 Ray Heizer, Heizer Software
 Dave Heller, Salient Software
 Josh Hendrix, CoSA
 Maria Hermanussen, Gold Disk
 Allan Hessenflow, HandMade Software

Lars Hidde, The HyperMedia Group
 Dave Hobbs, LickThis
 Petra Hodges, Mathematica
 John Holder, John V. Holder Software
 Elena Holland, Traveling Software
 Mike Holm, Apple Computer
 Robert Hone, Red Hill Studios
 Kevin Howat, MacMillan Digital
 Tom Hughes, PhotoDisc
 Claudia Husemann, Cunningham Communications
 Les Inanchy, Sony CD-ROM Division
 Tom Inglesby, Manufacturing Systems
 Carl Jaffe, Yale University School of Medicine
 Farrah Jinha, Vertigo 3D
 Cynthia Johnson, BoxTop Software
 Scott Johnson, NTERGAID
 JoAnn Johnston, Regis McKenna
 Neele Johnston, Autodesk
 Dave Kaufer, Waggener/Edstrom
 David Kazanjian, AFTRA Actor
 Jenna Keller, Alexander Communications
 Helen Kendrick, Software Publishing
 Benita Kenn, Creative Labs
 Trudy Kerr, Alexander Communications
 Gary Kevorkian, ULead Systems
 David Kleinberg, NetObjects
 Jeff Kleindinst, Turtle Beach Systems
 Kevin Klingler, Sonic Desktop Software
 Sharon Klocek, Visual In-Seitz
 Christina Knighton, Play Incorporated
 Lewis Kraus, InfoUse
 Katrina Krebs, Micrografx
 Kevin Krejci, Pop Rocket
 Larry Kubo, Ocron
 Howard Kwak, Multimedia SourceBook
 Irving Kwong, Waggener/Edstrom
 Craig LaGrow, Morph's Outpost
 Kimberly Larkin, Alexander Communications
 Kevin LaRue, Allegiant Technologies
 Mark Law, Extensis
 Nicole Lazzaro, ONYX Productions
 Alan Levine, Maricopa Community Colleges
 Bob LeVitus, LeVitus Productions
 Steven Levy, MacWorld
 Leigh-Ann Lindsey, Mathematica
 Rob Lippincott, Lotus

Mark Lissick, C-Star Technology
Jason Lockhart, G3 Systems
Elliot Luber, Technology Solutions
David Ludwig, Interactive Learning Designs
Kirk Lyford, Vivid Details
Jennifer Lyng, Aladdin Systems
John MacLeod, FastForward
Philip Malkin, Passport Designs
Kevin Mallon, FileMaker
Basil Maloney, Winalysis
Kathy Mandle, Adobe
Audrey Mann, Technology Solutions
Nicole Martin, Netopia/Farallon Division
Robert May, Ikonix
Georgia McCabe, Applied Graphics Technologies
Russ McCann, Ares Software
Kevin McCarthy, Medius IV
Charles McConathy, MicroNet Technology
Carol McGarry, Schwartz Communications
Laurie McLean, McLean Public Relations
Amy McManus, Delta Point
Bert Medley, "The NBC Today Show"
Art Metz, Metz
Steve Michel, Author
Aline Mikaelian, Screenplay Systems
Nancy Miller, Canto Software
Doug Millison, Morph's Outpost
Karen Milne, Insignia Solutions
Brian Molyneaux, Heizer Software
Molly Morelock, Macromedia
Jeff Morgan, Radmedia
Rob Morris, VGraph
Glenn Morrissey, Asymetrix
Terry Morse, Terry Morse Software
Rachel Muñoz, Caere
Philip Murray, Knowledge Management Associates
Chuck Nakell, Inspiration Software
Kee Nethery, Kagi Engineering
Chris Newell, Musitek
Mark Newman, Photographer
Wendy Woods Newman, Newsbytes
Terry Nizko, AimTech
Glenn Ochsenreiter, MPC Marketing Council
Maureen O'Connell, Apple Computer
Jim O'Gara, Altsys
Eric Olson, Virtus

Karen Oppenheim, Cunningham Communications
Kim Osborne, Symantec
Nicole DeMeo Overson, GoLive Systems
Andy Parng, PixaArts
Susan Pearson, Waggener/Edstrom
Lorena Peer, Chroma Graphics
Steve Peha, Music Technology Associates
Sylvester Pesek, Optical Media International
Christiane Petite, Symantec
Paul Phelan, INESC (Portugal)
Scott Pink, Bronson
Audrey Pobre, Quarterdeck
Dave Pola, Equilibrium
JB Popplewell, Alien Skin Software
Melissa Rabin, Miramar
Shirley Rafieetary, Medius IV
Tom Randolph, FM Towns/Fujitsu
Steven Rappaport, Interactive Records
Ronelle Reed, Switzer Communications
David Reid, Author
Diane Reynolds, Graphsoft
Laurie Robinson, Gold Disk
Connie Roloff, Software Products International
John Rootenberg, Paceworks
Steve Rubenstein, San Francisco Chronicle
Jill Ryan, McLean Public Relations
Marie Salerno, AFTRA/SAG
John Sammis, DataDescription
Jay Sandom, Einstein & Sandom
Pam Sansbury, Disc Manufacturing
Richard Santalessa, R&D Technologies
Anne Sauer, Fast Electronic U.S.
Joe Scarano, DS Design
Sonya Schaefer, Adobe
Rochelle Schiffman, Electronics for Imaging
Rachel Schindler, Macromedia
Melissa Scott, Window Painters
Sandy Scott, Soft-Kat
Brigid Sealy, INESC (Portugal)
Karl Seppala, Gold Disk
Chip Shabazian, Ocron
Ashley Sharp, Virtus
Adam Silver, Videologic
Stephanie Simpson, Adaptec
Marlene Sinicki, Designer
Chris Smith, VideoLabs

Brian Snook, Visual In-Seitz
Kent Sokoloff, Timestream
David Spitzer, Hewlett-Packard
Domenic Stansberry, Author
Ann Stewart, Interactive Dimensions
Polina Sukonik, Xaos Tools
Lisa Sunaki, Autodesk
Lee Swearingen, DXM Productions
Joe Taglia, Insignia Solutions
Marty Taucher, Microsoft
Bill Tchakirides, U-Design Type Foundry
Toni Teator, NetObjects
Amy Tenderich, Norton-Lambert
Lori Ternacole, SoftQuad
Dave Terran, WordPerfect
Leo Thomas, Eastman Kodak
Terry Thompson, Timestream
Bill Thursby, Thursby Software Systems
Alexandrea Todd, McLean Public Relations
Kim Tompkins, Micrografx
Tom Toperczer, Imspace Systems
Cara Ucci, Autodesk
Ross Uchimura, GC3

David Vasquez, SFSU Multimedia Studies Program
Sally von Bargen, 21st Century Media
Helayne Waldman, SFSU Multimedia Studies Program
James J. Waldron, Visage
Arnold Waldstein, Creative Labs
Keri Walker, Apple Computer
Brad Walter, Leister Productions
Stefan Wennik, Bitstream
Chris Wheeler, TechSmith
Tom White, Roland
John Wilczak, HSC Software
Darby Williams, Microsoft
Laura Williams, Waggener/Edstrom
Mark Williams, Microsoft
Shelly Williams, Prosonus
Hal Wine, Programmer
Sara Winge, O'Reilly & Associates
Marcus Woehrmann, Handmade Software
Sandy Wong, Fenwick & West
Chris Yalonis, Passport Designs
Alexandra Yessios, auto*des*sys
Barbara Zediker, Pioneer
Frank Zellis, KyZen

About the Author...

Tay Vaughan is a recognized authority and pioneer in multimedia. He has designed and produced award-winning projects for clients such as Apple Computer, Lotus, Tandy, Sun, and Novell. He is the president of Timestream, Inc., a multimedia production company in Oakland, California, and a visiting professor at the Interactive Telecommunications Program of the Helsinki School of Economics and Business Administration.

Introduction

In a few years, multimedia computers will be an anachronism because all computers will readily deal with images, sounds, and motion video, seamlessly and smoothly integrated into what a computer is. While the specialness of multimedia computers per se may disappear when hardware and software platforms become more capable and we take sound, animation, and video features for granted, the fundamental concepts and techniques required to work with these elements will not disappear.

This is a book about the elemental parts of multimedia as much as about how to sew these parts together with current technology and tools. It is a book that shows you how to use text, images, sound, and video to deliver your messages and content in meaningful ways. It is about designing, organizing, and producing multimedia projects of all kinds and avoiding technical and legal pitfalls along the way. Above all, it is a practical guide to making multimedia, complete with tips, pointers, and answers.

The first part deals with the basic elements of multimedia. Hardware and software tools are described in detail. You will learn about the importance of text and how to make characters look pretty, about making graphic art on your computer and how to choose colors, and about how to digitize sound and video segments. You will learn about human interaction and how to design a user-friendly computer interface. Then you will be introduced to the step-by-step creative and organizing process that results in a finished multimedia project. You will even learn how to deliver your multimedia projects on the World Wide Web.

I have written this book for people who make or want to make multimedia, for people who gladly take up new challenges and are unafraid of learning curves and intensely creative work. The words and ideas of this book are the harvest of many years in the computer industry and of hands-on experience deep in the factory where multimedia is being made daily. The book is intended to be, above all, useful.

For focus, I chose two well-known computer environments to discuss in detail throughout the book: Microsoft Windows and Apple Macintosh—the most widely used platforms for making multimedia today. But multimedia

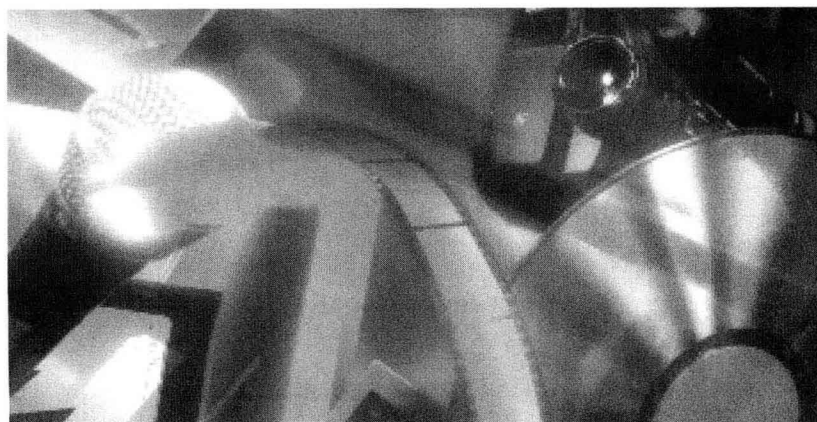
is by no means limited to these platforms, and most of the ideas discussed in the book are translatable to others.

I have made a great effort to include in this book references to as much multimedia software and hardware as I could, trying not to miss any players. But because the industry is fast paced and rapidly growing, and because, while writing this book, I have rediscovered the finite limits of my own time, I am sure some have fallen into the bit bucket anyway. Immutable physical laws have prevented me from including the fine details of 40 or 50 hardware and software manuals and technical resources into the pages allowed for this book. The distillation presented here should, however, point you toward further information and study. I have also made a great effort to double-check my words and statements for accuracy; if errors have slipped past, they are mine alone.

This is the fourth edition of *Multimedia: Making It Work*. Almost seven years have passed since the first edition was published, and many changes have occurred. Today, the fastest moving wavefront in multimedia may be seen on the World Wide Web. In this edition, I have included a section about new authoring tools for creating and delivering multimedia for the Web.

Some years ago, after completing a book about HyperCard, I swore never to write another. Writing a book is much like childbirth, I believe. In the beginning, it gestates slowly, usually over a few months. Then it ramps up inexorably and quickly toward deadline, until all attention is focused upon the delivery itself and the pain and workload are great. Editors cry, "Push." Afterwards, you remember it was rough, but memories of the pain itself become diffused, and one is only too easily persuaded to do it again. I am glad to share my multimedia experiences with you, and hope that in reading this book you will become better at what you do.

Tay Vaughan
Oakland, California
May 1998



Multi



*Multimedia excites
eyes, ears, fingertips,
and, most importantly,
the head.*

When you **weave** together the sensual elements of multimedia -

interactive control

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