



جامعة الإسكندرية
كلية الفنون الجميلة
قسم التصميمات المطبوعة

المفاهيم الأساسية لإستخدام الصورة و النص في الوسائط المتعددة
Fundamental of concept to using image and text in the multimedia

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Summary in English

The tremendous technological development that we now live in our world has changed the graphic design through the development of multimedia. The term consists of two words Multi, meaning multiple and Media means a medium or media, so the term symbolizes the use of forms of media and media to transmit information in a complementary manner to each other, including text, graphics, sound, illustrations, fixed graphics and animation, still pictures and video, Interactive applications and multimedia- Through the research, how the multimedia has evolved throughout history and the factors for the development of this media and its types have appeared in multimedia (interactive media), where interactive is one of the most important characteristics of multimedia, as it allows interaction between the user and the media, whether directly or indirectly, and super media The quality that has become more advanced than its interactive "contextual", virtual reality modes that exist with advanced simulation systems and games that create their own virtual environments, and their respective characteristics.

And the role of the image appears as one of the most important elements of multimedia through the history of its development since the image occupied the walls of the caves for printing and then to the cinematic and television picture the virtual image and its types which is represented in the external perceptual image and the internal mental image and the image that combines the inside and the outside and the image Related to the technical, mechanical, and digital aspects and the image as an expression of the mental representation of the sensory experience, the self-image, the image of the other, the portrait image, the memory image, the photo, the digital image, the animation, the drawings and the animation up to the video.

The photo is a specific area with dimensions with special specifications, and this photographed area must contain the influential elements of artwork and technical work. There are foundations for the design of photographs that must be taken into account when the photography process is started: the line (divided into straight and curved lines) - shape - space - Light and shade - color - texture.

As for the digital image, it is an image made up of millions of small squares called in pixels. The digital image and graphics are stored in the storage media in the

form of files of various types, depending on the size of the required storage, as well as the purpose of the image and how it will be published or presented to the recipient.

Among the most important formats in which images are stored JPEG, TIEF, GIF, PSD, PNG while digital color systems are first: the color bitmap system This system uses only two colors white and black without gradation between them, when you look at the image you see a bright white spot or a dark black, Second: Grayscale system, and this system uses the colors black and white with the gradation between them by (256) degrees. Each light point in the image Pixel has a degree of brightness ranging from zero degrees that represent dark black to 255 degrees that represents bright white, third: the three color system RGB is a color scheme represented in three main colors: red, green, and blue, from which the abbreviation RGB has been created, where the letter R is for red (green), the letter G for green (blue) and letter B for blue (blue). Sub-colors can be created by mixing two or more of these colors with degrees starting from zero to 255 degrees for each color.

There are static graphics and animations, as they are the product of a series of static graphics that are displayed in a time sequence that leads to the illusion of movement. Thus, animated images are produced using a series of drawn frames, each frame of which is a snapshot and animation is a set of graphics and memory charts that show each other behind others Sequentially, at the end, it gives a feeling of the movement of the graphics on the screen, which are displayed either on a specific location of the screen or are launched moving on more than one location in it, and the graphics And animation gives the multimedia project a vitality which increases the power of presentation and increases the experience of the recipient, and there are two forms of animation and they are: Moving Objects Object Animation - moving the frames Frame Animation (and animation of the frames are two basic types: two-dimensional animation, graphics 3D animation). There is no doubt that live video accompanied with sound is the most powerful and influential multimedia medium in the interactive process, as it contains all the elements of text, image and sound as well as movement.

The image has a close relationship to the text, which is one of the graphic design elements that are affected by the multimedia and its development. Therefore, its history of history, the development of its formal and functional structure, and considerations of using texts in multimedia have been studied.