

Soft Skills Development
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Lecture - 08
Multimedia Presentation: Understanding the Basics

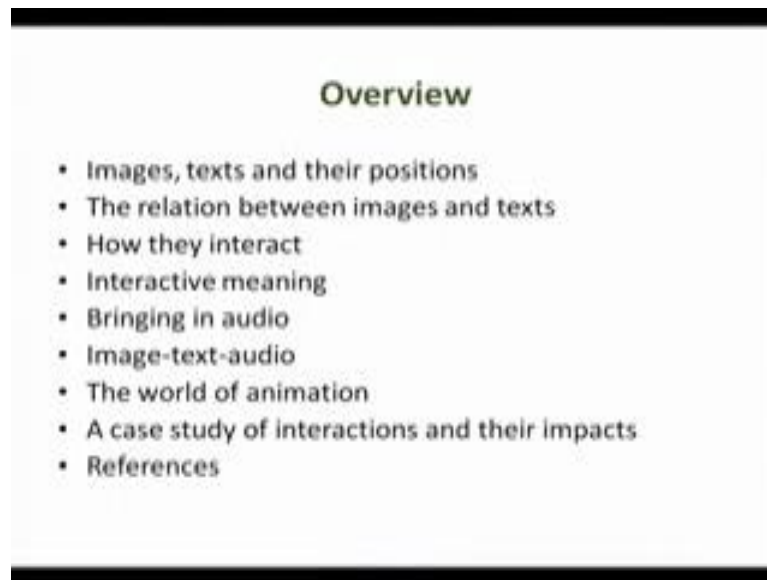
Hello friends, today we are going to look at Multimedia Presentation Understanding the Basics. Before this we have dealt with certain aspects of presentation and what is very significant in this particular context is that; we need to know how the image component and the text component get integrated. Our discussion so far has focused on basics of images and all that but the relationship between the two, the way that they can be sensitively articulated, manipulated, understood and utilized in a successful way is something which probably needs a little more proving.

Later on of course, the musical component will be added when we have a lecture on the oral dimension, which is again something which can be integrated with presentations were relevant, but in general sounds or music unless absolutely required and the music is specific to the context or to avoid it in presentations because they distract us. But what I am talking about right now; not only applies to presentations, they can also applies to web pages, they can applied to advertisements taken, applied to a wide range of elements which we find in visual culture and that is why we are going to discuss them in a greater detail.

So, the multimedia dimension I will just touch up on quickly which is the fact that when a number of components come together, we call it multimedia and if we start looking at layers to begin with let us say; the first step would be let us say either text or visuals than the other one. Let us start with text - text with sound that is one level, text with sounds and images; it is another level, text with sounds images music another level, texts with sounds images music and interactivity and we have the totality of multimedia.

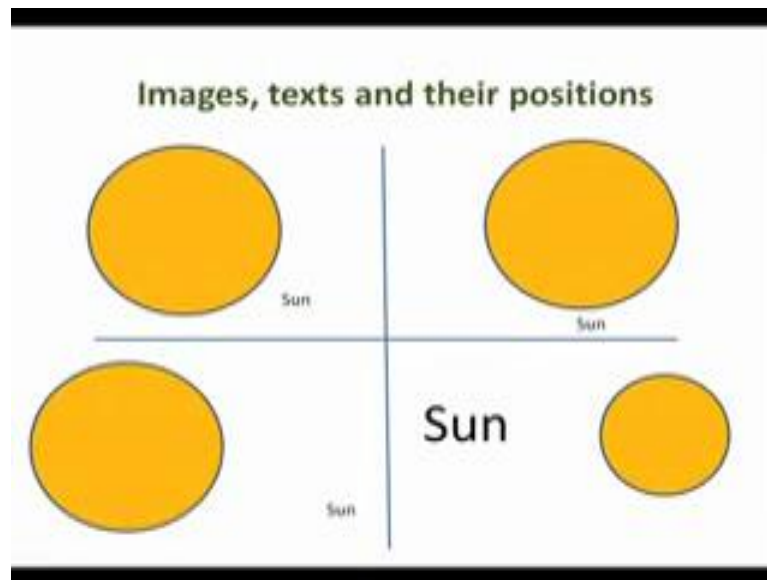
Today we are going to focus entirely on one aspect which is the relationship between texts and images. Later on we will take up orality or music separately and you will be able to link it to this once you explore this lectures and try to link them together.

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So, here are the things which will be touching upon; images, texts, their positions and the significance, the relations between images and texts; how they interact, interactive meaning, when we bring in audio what happens and image-text-audio is something which we will touch upon in our lecture on orality; we will not do it here, but when you go there please link it to or please relate it to this particular lecture because of shortage of time we will not discuss it here. The world of animation and we will look at a few case studies just may be one or two of activities that we were doing together as a part of our research and then we call it a and I hope that I will be able to share with you certain activities which will excite you, interest you and lead to group discussions; on the discussion forum.

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So if you are looking at images and the relationship with texts, here is the first scenario. In this case we find that the sun has been presented first and then the text sun, in such a situation if the object is unambiguous like let us say bottle or whatever, then the meaning is very clear and then you find out what kind of a bottle, what exactly is it doing there and things like that. This is the first way that you can put in something as a kind of an element of surprise. So, you see an orange circle and only after the word sun appears there, you make sense of it and you relate it in a particular way.

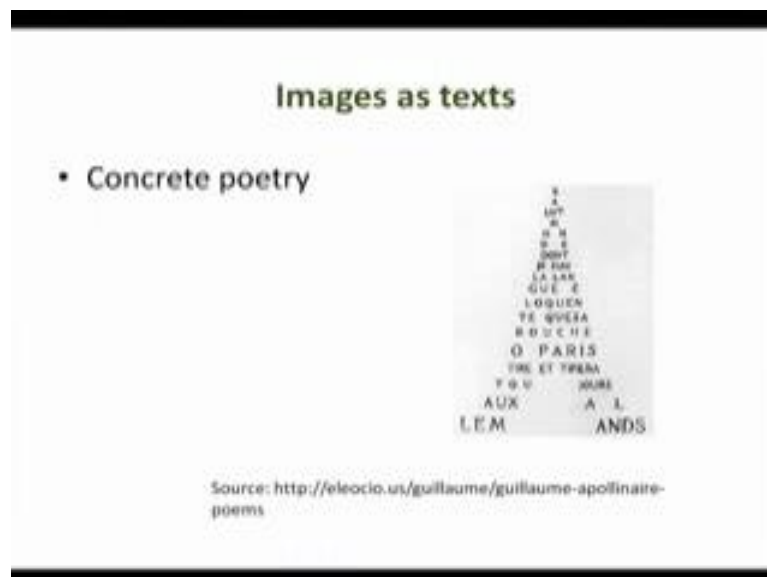
Now would you like to do that in your presentation, if you want to do that in your presentation what purpose does it serve; is it dramatic, is it relevant, in other ways; these are issues that you need to address before you make a presentation of this particular kind. You can also make a presentation where the text and image come almost very close to one another, you can put the image that the text over here as well that is your choice where you move on to the top and put it over here that is also a possibility and there are other alternatives as well of how you can place images.

Let us say that you place the image over here and send there, two things are noticeable; one is that the significant distance as well as the orientation and distance manages to communicate a sense of that is discreteness or difference between the two, the meaning ability or the ability to convey meaning of a relationship between the two, may be minimized by such a process. You can have one which is the other way round, you can

have the text introduced first and then the image can follow. This also managed to communicate sense of priority, order because if something comes first; is it more important, if something next; is it more important. They also managed to communicate the element of size for instance, if we had a much larger sun then who knows the meaning would very very significantly change.

Now these are issues which play a significant role in the way we perceive things. Let us see that not only the orientation, not only the manner of presentation, but the size, the specificity, the relationship between the two; these things play a very significant role. One of the exponents in the field of multimedia communication; Richard Mayor and you get his reference at the end of this slide. Talks about different things which work when you are putting images text or images texts and animations together and I will be sharing the basic, the gist of it and the link is provided you can see and have a look at it, which will give you certain insights as to how you should link images and texts and animations together to make it more interesting and more exciting. I also have a series of other examples here with me, which will give you insights into this.

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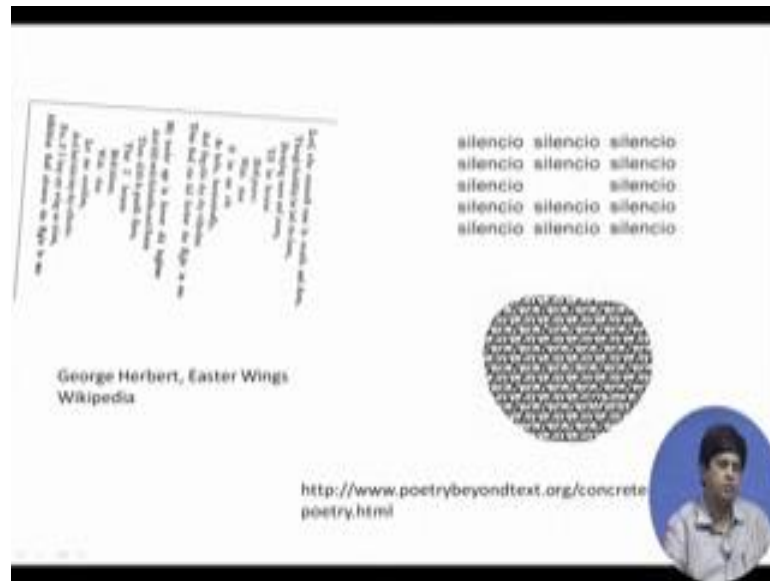
Now you see that images can be treated as texts, what exactly do we mean by this? Here is a poem by Apollinaire; the French poet where he started experimenting with what he called calligrammes where you see that it is a combination of calligraphy as well as poetry. So, Paris certain dimensions of Paris, epitomized by presenting Paris as the

image of Eiffel tower, not so, Paris is kind of articulated as presented metaphorically as a Eiffel tower and Eiffel tower is made up of words and these words managed to convey some meaning on their own merit and they managed to communicate an image which with its centrality of the word Paris, in the image itself as you can see over here, managed to convey certain things.

The concrete poetry became a significant movement in the middle of the century and there were a lot of experiments in this kind of poetry which combined images and texts and where images, the texts themselves were images and this has a lot of significance for the contemporary context where texts can be animated, they can have characters and when we talk about typography; typography does manage to convey specific characteristics, quality is attributes of a particular text. I will quickly touch up on that and then we will move on again back to images and texts or concrete poetry. If you are taking the example of let us say typography of various kinds, although I have not given that about the examples here I will put them on the slides for you - you can see them. You will find that certain typography features give you a sense of let us say elegance, smartness, sophistication, certain other step give you communicate a sense of antiquity.

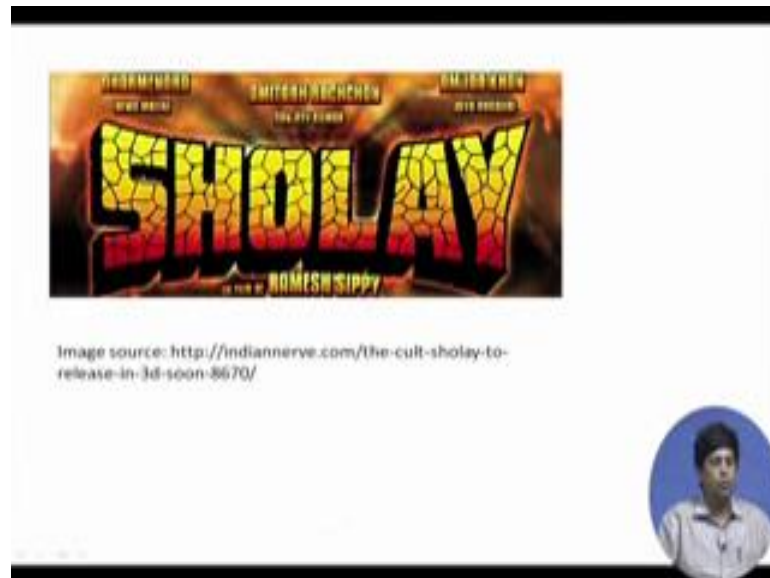
Why not here itself, if we have certain letters we can we can share it very quickly with you. If you are looking at let us say something like gothic obviously, this manages to convey some different kind of association then what we were able to see with let us say Calibri or let us say that if we go for something like when the concrete this, it manages to some communicate something else in each of these cases the image quality of the typography does manage to communicate, convey different meanings, some are associated with signs, some are associated with ancientness history, some are associated with later different other things. So, typography does play a significant role and I will give you a more concrete example little later, here are examples.

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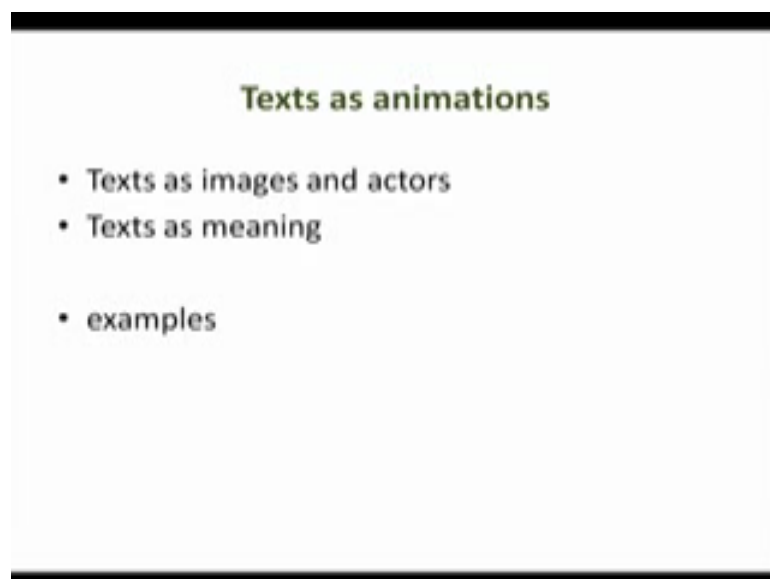
The first one is known as Easter Wings by George Herbert; a 16th century poem which again deals with the element of image. So, you see that the poem is about a prayer to lord, where the metaphor of links is very very significant and the poem is designed in such a way that it looks like wings and actually it is supposed to be oriented differently, you are supposed to see it in a different way because then it will look very much like wings. Let us say something like this, which communicates a sense of an image within which text is embedded and here are other examples of concrete poems where you see that silence is dramatized by the absence of words right at the center or an apple is represented by self proclamation repeatedly of its haplessness.

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But we can go beyond that as I share with you and if you are looking at this example of Sholay; which means a burning coal, you can see the element of fire, the metaphor of fire very distinctively project presented in this example of typography. So, you see that I told you that, texts as images is a very important component of our life and here are examples of how it happens. It is not something academic are pedantic or out of the ordinary, it is everyday experience when we look at commercials all around us and the way that people want to persuade us or communicate convey complex it is the meaning by combining this.

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Now you see that texts can also become animations, until now we have looked at texts as images, but when texts becomes animations they manage to achieve certain other attributes as well like their images or they have certain image qualities they also actors because they behave in specific ways and even if they are not images of anything which typography does manage to convey, even if they are actors; they managed to convey a different kind of a meaning which is associated with images.

So a text can jump around which can communicate a specific emotion we will look at many such examples. Now texts can also communicate the meaning which is conveyed through the texts through their behavior, a happy text is a jumping text let us say; a text which is terrified is trembling. So, you see that the texts behave in way that communicates the meaning that they are trying to convey. Now these can have various interesting implications, they can very powerfully manipulate our minds and interestingly you see that in various movies, especially in many movies when you are looking at the credits, initial credits you find animations are used and they do manage to communicate a sense of excitement, thrill many, many Alfred Hitchcock movies if you are starting when you look at the credits; the initial credits then you find that this is very dominantly found.

Now, what I wanted to share with you, what I am going to share with you is something which belongs to some research by me and my students at some point of time and this managed to convey, how I communicate the meaning in a different ways by the way that they behave; the way that texts behave and there are a couple of short poems as well which again managed to communicate different things. So, I will go through them and I will share them with you right now.

So, if you are looking at the screen, if you are looking at the typography of here; you can see for yourself how it behaves or if you are looking at this, it conveys two different things; slowness because and the steps that are being taken without being told and also hierarchical kind of a thing which could be that she may have walked down from stairs.

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So, some of the meaning is not conveyed through the words, but conveyed through the behavior of the text. The stepping pattern which is like walking down the stairs towards to; into the room and taking steps one after the other which are conveyed through this particular animation. Or if you look at this one; the element of violence where the text changes its color and then kind of scatters, anger is capable of changing from white to red; communicating a sense of violence through blood and all kinds of things and then shattering, destroying is something which is communicated through this animation.

Now you see that when the same word is given a different kind of a colouring, where it is the colouring of fear and the behavior of fear blue colour of fear and the behavior of fear, the meaning is radically different; compare this and this and you can see the difference and you look at this, so the meanings are very very different.

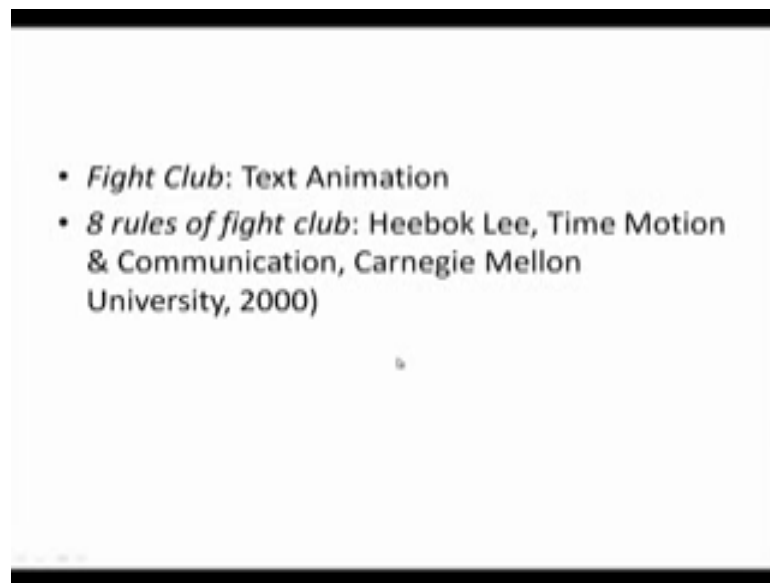
So when the waves dash across the rocks, they spread around and they keep on doing that repeatedly and that is something which we are able to convey when we look at this particular animation, let us look at it again or the fall of leaves. Here is an example of a kind of a poem through an association of different colours which are in gray scale, the element of afternoon, the element of autumn, the element of certain kind of ageing all these are reflected.

Here is another poem; this is a mechanical quality to it as if somebody typing this poem. So, it gives association of somebody may be coming back and sitting down at his or her

typewriter and presenting this, typing this point down. Here is another example which is very very different from that, the impact is created by the way that emptiness kind of dissipates and the emptiness kind of spreads. So, you see that a special quality about this emptiness is created, that this emptiness is of a specific kind.

Here is a last, but one example, so you find that in each of these cases if you are comparing it with an ordinary text, the meaning is very different and you are able to do things which are able to convey different things at different points of time.

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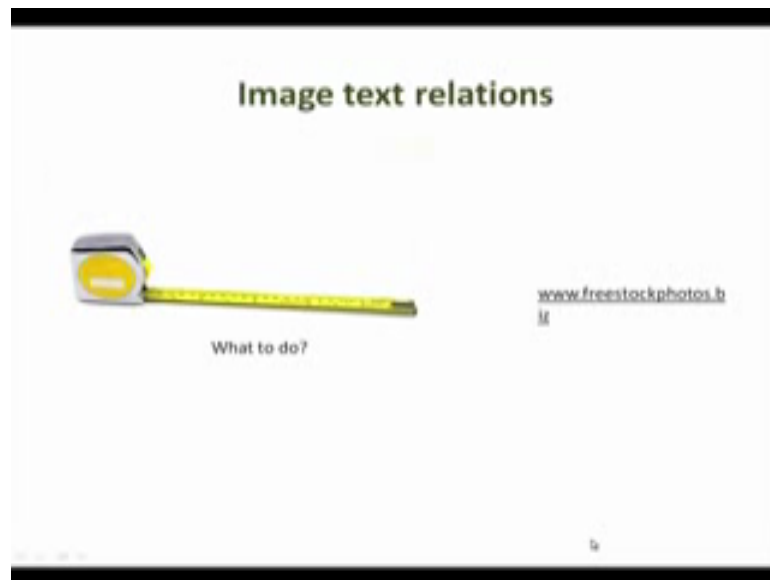
I will give you another example from the work which has been done at CMU; Carnegie Mellon University and this is part of their text animation and project which was known as the kinetic text project and hopefully this will give you an example, experience of how powerfully our texts can be manipulated to create emotional impact.

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Now, if you are looking at this particular clip that I shared with you right now, I hope that it makes very very powerful impact and with various kinds of animations software to begin with flex, one can generate these; there are many other software which are available online and one can generate these and this can be introduced to your presentation, may be at specific places to make it dynamic, to make it exciting, audios can be introduced there, you can have dramatic pauses and make it very very powerful impression, but it can be extended beyond that as word; it can be a part of your web pages, it can be part of your advertising strategy if you are moving into doing business other than just presentation it can be used in so many different ways, so this is one of the things I wanted to share with you.

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But then we move on to image and their relationship with texts, you see that the text remaining the same, if the image changes the meaning changes, what exactly does this particular image convey? Probably it tells you something about measuring something or not being able to measure something or facing a problem or taking up the challenge of measuring.

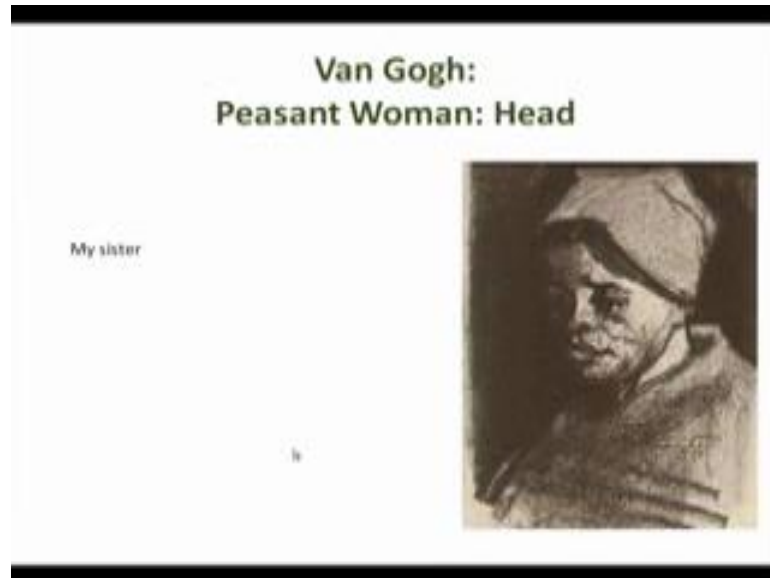
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Now let us look at the next image; the text is the same, but the image is so different. The emptiness somebody waiting at the other side, they desire to walk through this; to the

other side, so, many other meanings are generated. So the text remaining same the images being different, you can have radically different meanings and the same can happen in the other way as well.

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Here you have an image, let us say that this is the first title. You have one particular understanding of what it means, now the way you will understand this image will be very different; if you call it grief and this gives a personal conversation to this and you might say that well this is Van Gogh's sister. We do not know what the title is let say and this time the title changes the meaning of the image changes. So, you see that together they interact and they create a different meaning.

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**Edvard Munch:
The Scream**

The scream
The destitute
Terror on a bridee

The image shows a slide with a title and a list of phrases on the left, and a reproduction of the painting 'The Scream' on the right. The painting depicts a figure in the foreground with a pained expression, looking out over a dark, turbulent sea with a bridge and buildings in the background.

Often that matter and image with which you are already familiar, every time you present it with different titles, the meaning of the image changes, so this is to make you aware of the fact that texts and images when they interact; convey different kinds of meanings and these can be manipulated and in a presentation, this manipulation is again very significant, in advertising this is very significant. In various other places this can be used in a very very positive way, and this is the first stepping stone in the direction of multimedia then of course, sound comes in as I shared with you earlier.

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Image and text

- Meaning gets generated through the interaction of words and images
- The title, which generates expectations about a story, in a painting is more interactive, generating a particular set of meanings

So, meaning gets generated through interactions between words and images, the title generates expectations about the story provokes meaning of a very very different kind. Each time the title changes the meaning of the story that you write about it changes, I tried it out with a class of students and the stories every time the titles were different for when let us say that 10 people were given an image with one title, another 10 people were given the same image with another title and they were asked to assess it and understand it, they understood it very differently. So, we have the ability to manipulate the way people perceive things just by manipulating these elements.

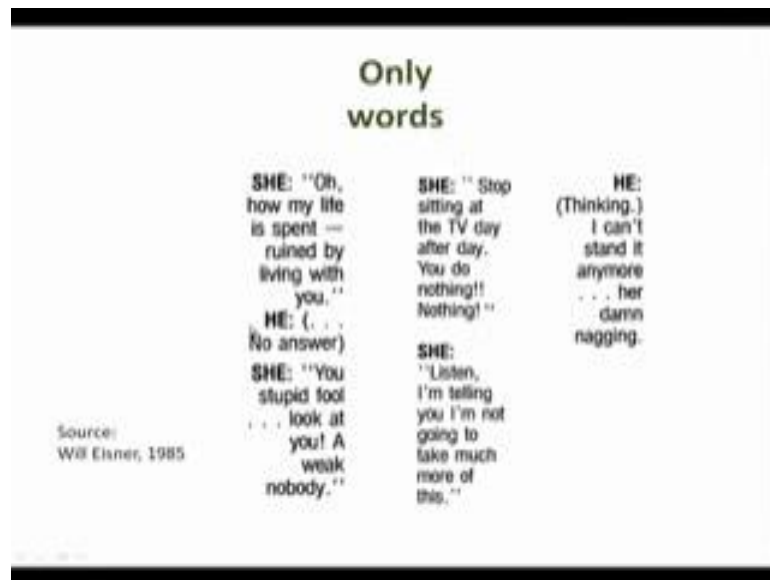
Images and texts can be used a very differently here is an example of a text only.

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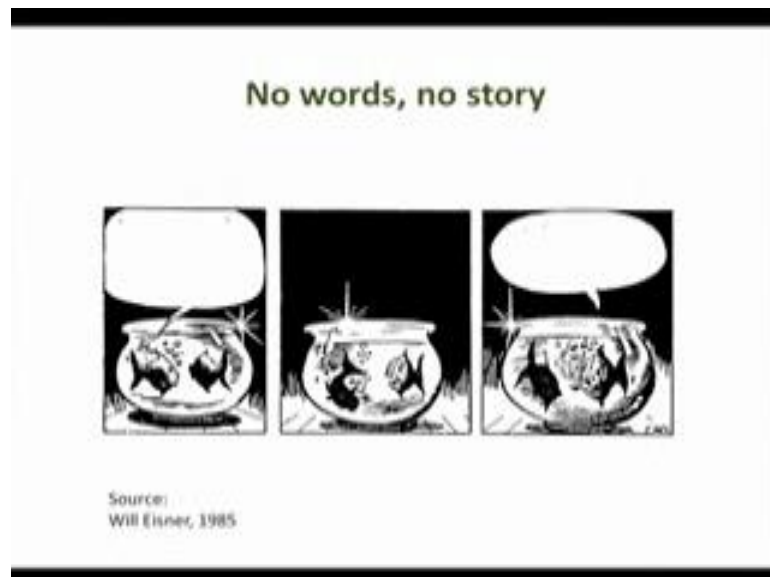
Without the images, if you look closely you will find that here is a man spending a little time in front of a TV and has a very nagging wife making his life; according to a miserable and then he is looking around thinking of a way out and one day when they meet somewhere and you can see that he shoots and there is 6 bangs and the 3 clicks indicate the level of his frustration because the killing is over, but he keeps on clicking the trigger and then he is planning to move on, this imagine itself manages to convey a lot of meaning.

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On the other hand if we have only words, the element of the communication of death and how frustrating it has been for him or which has resulted in his killing at these will not be reflected. So, this in itself will not be powerful enough to convey it, it is only with the images that we saw earlier that, it is able to convey that in a distinctive way.

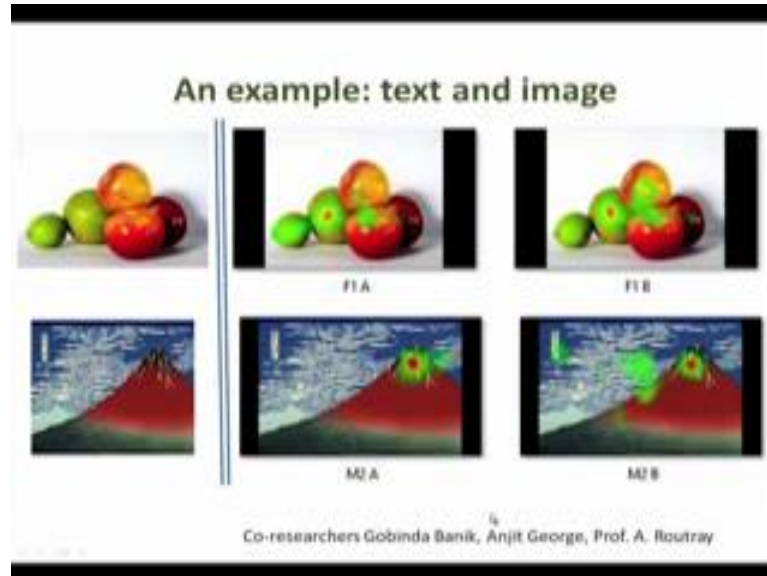
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You can have stories with no words and in such certain cases where the images and texts are so related that without the words, this story cannot be communicated. Our stories

where you see that the images virtually remain more illustrative, it is the words that give it a sense and change the meaning, transform it.

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Now towards the end of this talk as I shared with you, the fact that texts and images are complementary and they can influence one another is something which will take one step further by sharing with you is very simple experiment which we did using eye trackers. Two sets of people who were shown these fruits that you see over here and they were told about two different kinds of things before that, in one case people who are given scientific facts about fruits and about mountains and in the other case people were told aesthetic things like it is beautiful and things like that both about the fruits and the mountains.

When they started looking at the fruits and the mountains, it was found that in one case where the aesthetic side was being given they started looking their behavior you see that the points of focus are spread out in different places. Here it is focused in slightly different way and in case of mountain it is all the more distinct, in case of the scientific texts after reading that people primarily focused in this area whereas in case; in the context of the aesthetic presentation where beauty of the mountain was presented, they were more exploratory they looked elsewhere.

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This tells us this was also reflected in the behavior; the responses because when they started responding to this particular text, they managed up that particular set of images, they managed to communicate different sets of ideologies and different ways of responses, people who were told about aesthetics of fruits in general talked about the beauty or the lack of beauty of the fruits and people who were told about the aesthetics of mountains again did the same.

Whereas people with your sound of scientific facts talked about health the ability of fruits to give vitamins, their freshness or about mountains; mountains are good for health and things like that. So, you see that the entire perception process of the images could be transformed just by manipulating the text. The entire perceptual process of texts can be also manipulated by presenting images before that, studies tell us this are known as emotion induction methods where you see that you show images or we use music which will be talking about a little later, to create a sense of emotion of sad; sadness or of happiness and these do manage to communicate manage to manipulate the way you understand things to manipulate your minds.

So you see that we have talked about the concept of manipulation, we will be talking about perception, negotiation, electron which are about again convincing people manipulating to a certain extent within courts, not necessarily in a negative sense people and their minds, but we find that this is something which is very distinctively to be found

in the context of visuals and the way that visuals interact with texts and the way that visuals and texts interact with sounds which will be taking up at a later point of time, which will give you a holistic idea of how multimedia manages to be a much more powerful to very complex tool for communicating as well as changing behavior.

I hope that these elements will be interesting and relevant for you in the context of soft skills and I hope that you are going to complete the various surveys related to this that we have given so that together we can look at how we trained, how we behave, in specific context.

Thank you.