

Visual media in Teaching – Learning Process

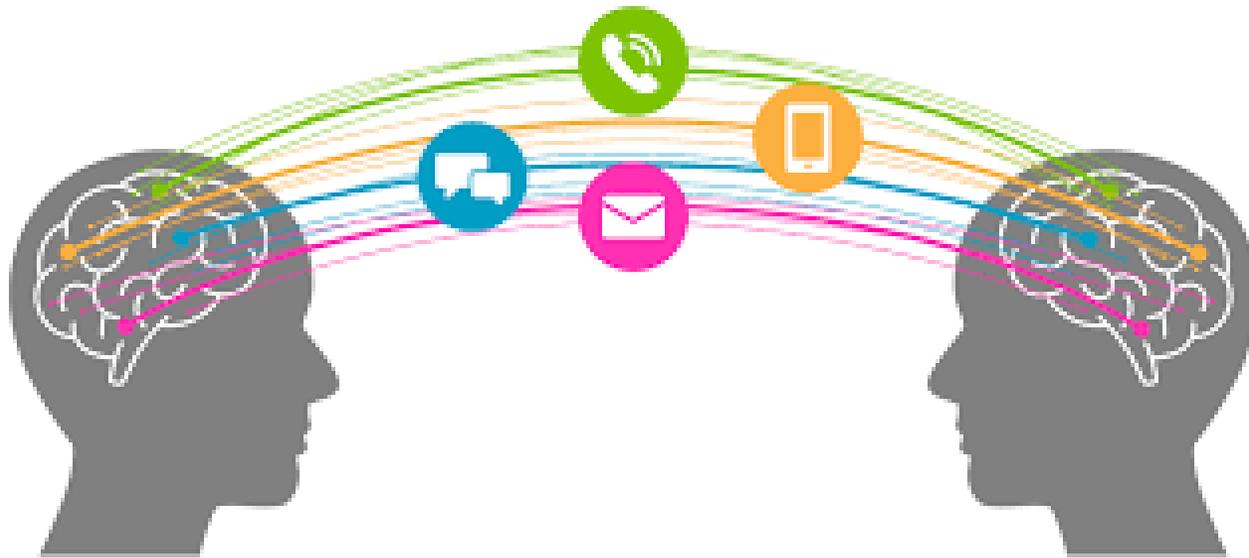
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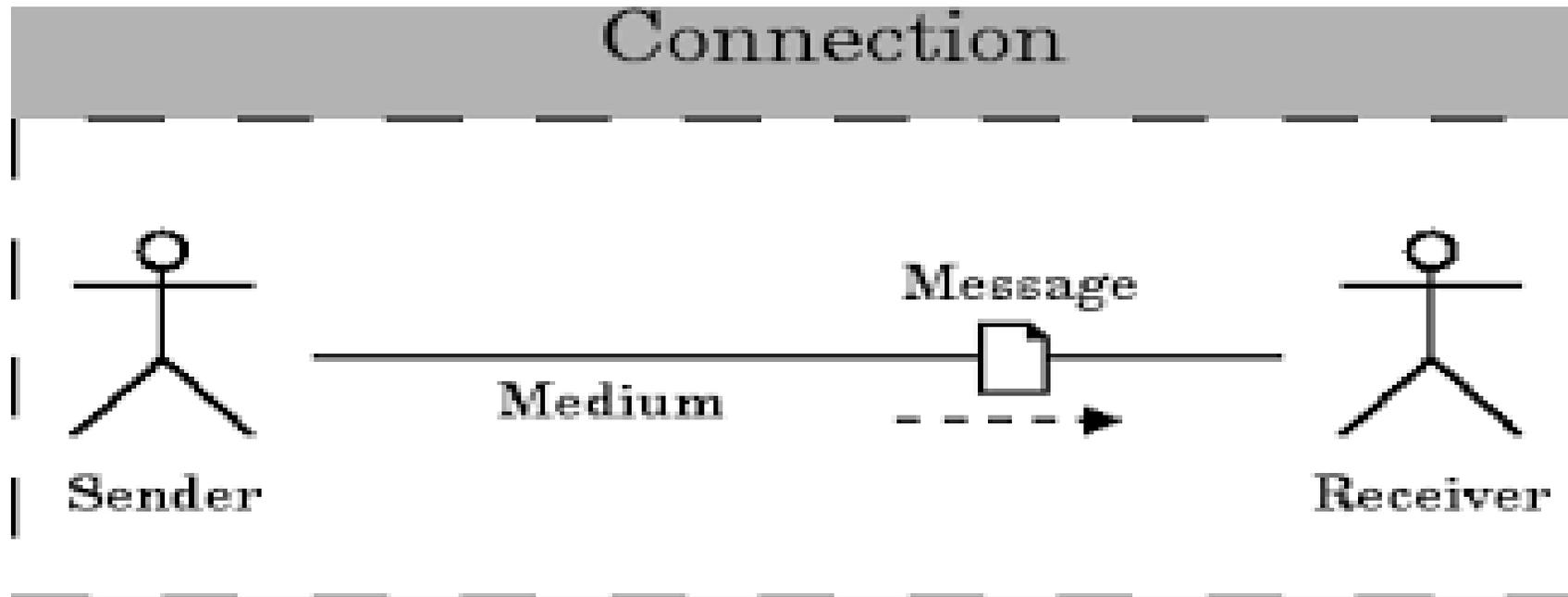
- **Medium**
- **Multimedia**
- **Different types of Media**
- **Still image/Photograph**
- **Photo Journalism**
- **Moving images**

What is Medium?

Communicating data from one person to the other requires a form of pathway called **Medium**

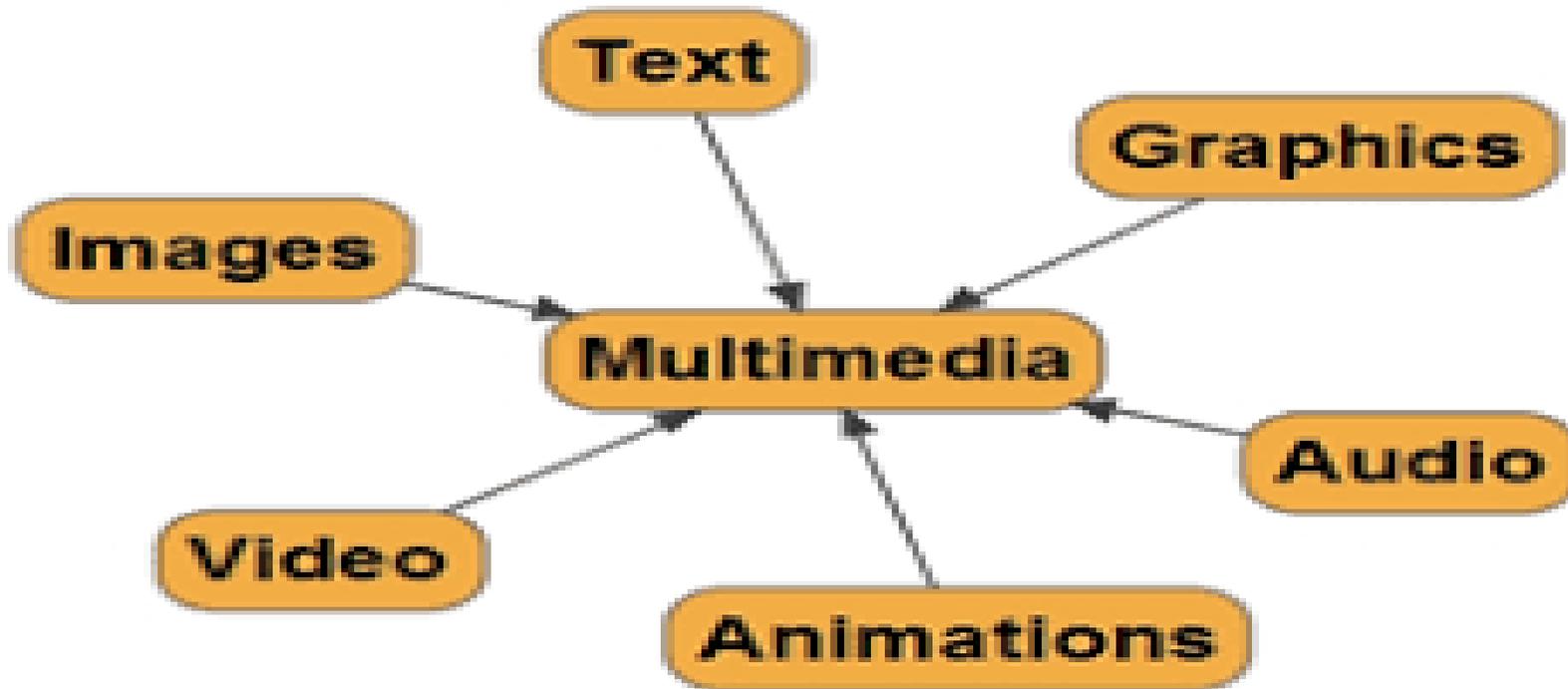


Communicating data from one person to the other requires a form of pathway called **Medium**



WHAT IS MULTIMEDIA?

Multimedia is simply the use of more than one media



Print Media



Visual Media

Photograph

Moving Images-Video, animation

**What do you mean by
Photograph?**

Photograph

Photo – Light

Graph – Pictorial Representation of light.

Photograph

You can feel light only when there is darkness/shadow

Photograph – combination of light and shadow.

Photo-Journalism

Photo -Powerful medium in Journalism

Photo-Journalism

Photo -Powerful medium in Journalism





1993 – Sudan –Vulture and a child almost in dying state

Kevin Karter

Newyork Times





Alan kurdi – 3yrs and brother -4 yrs

From turkey to Greek island, just 3 miles away

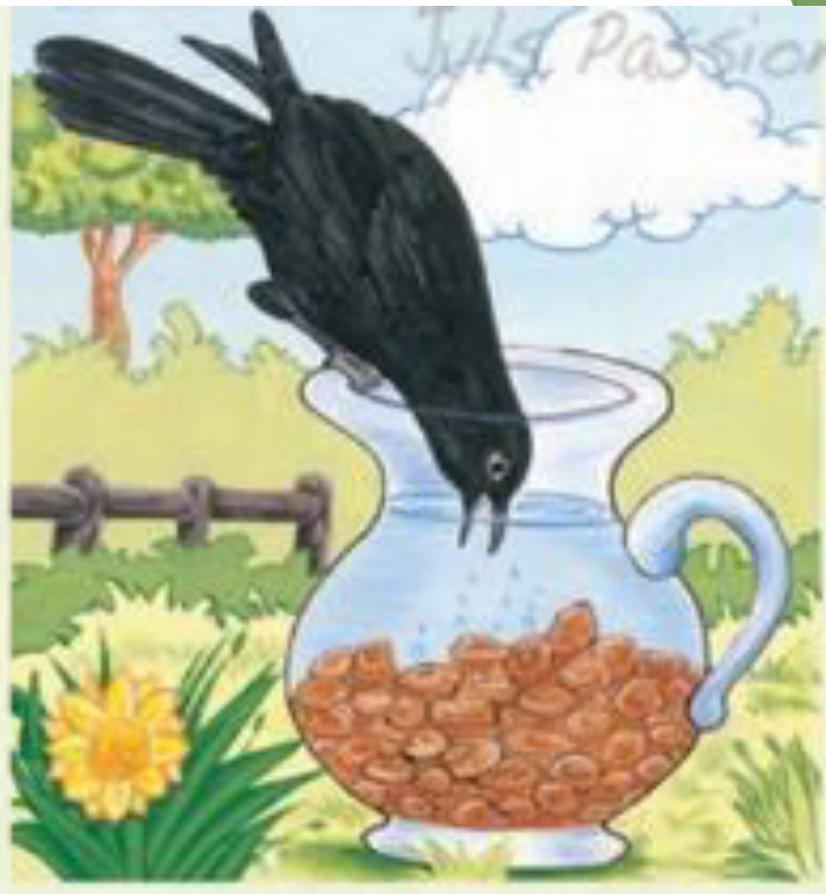
Nilufer Demir – Dogan News

After word war II – Time Square NY
Aug, 14, 1945
Eisenstaedt – Life magazine

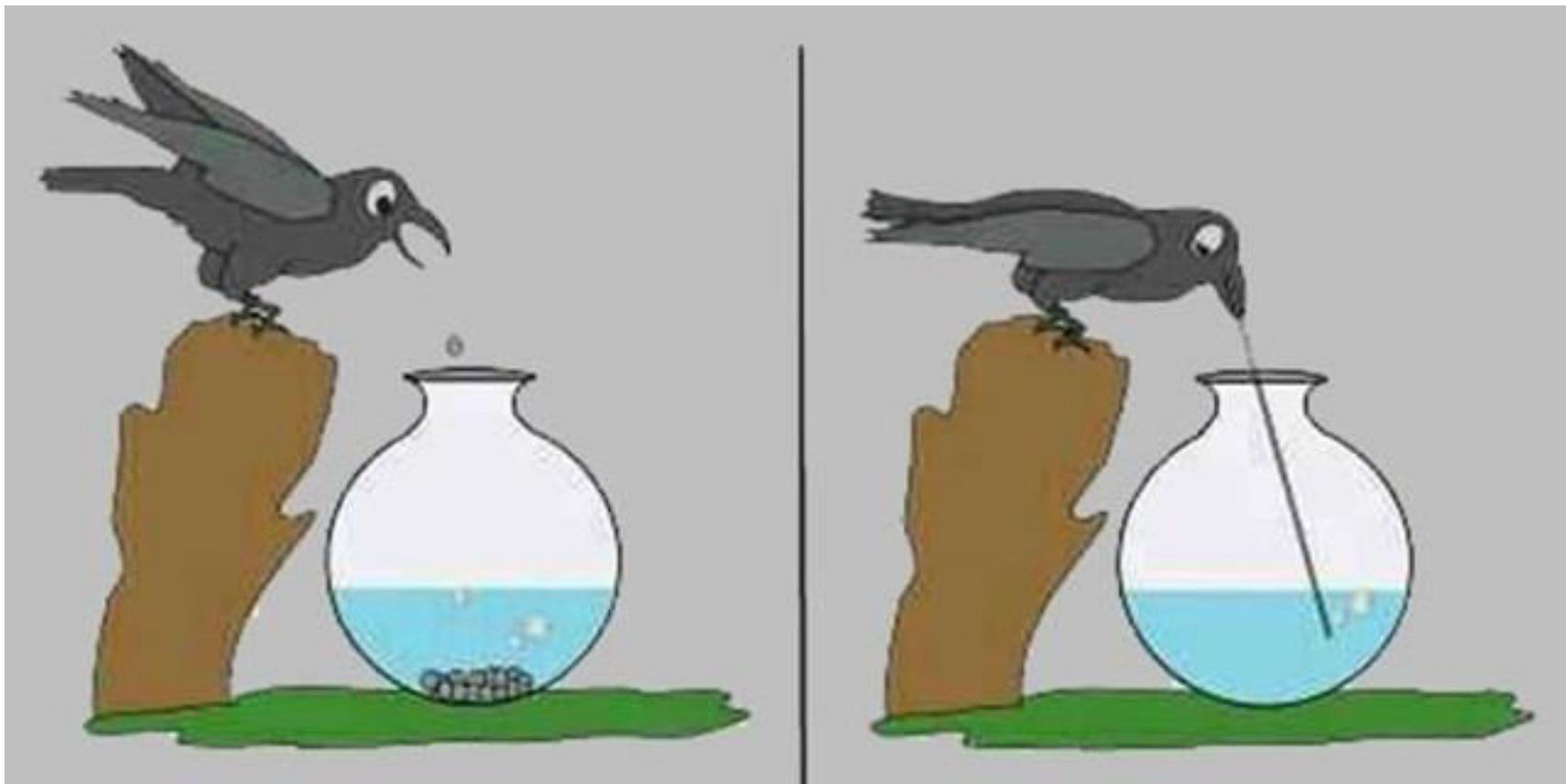


**Tamil Ealam,
Balachandran Prabakaran**





Crow and a Pot story



Crow and a Pot story - creative

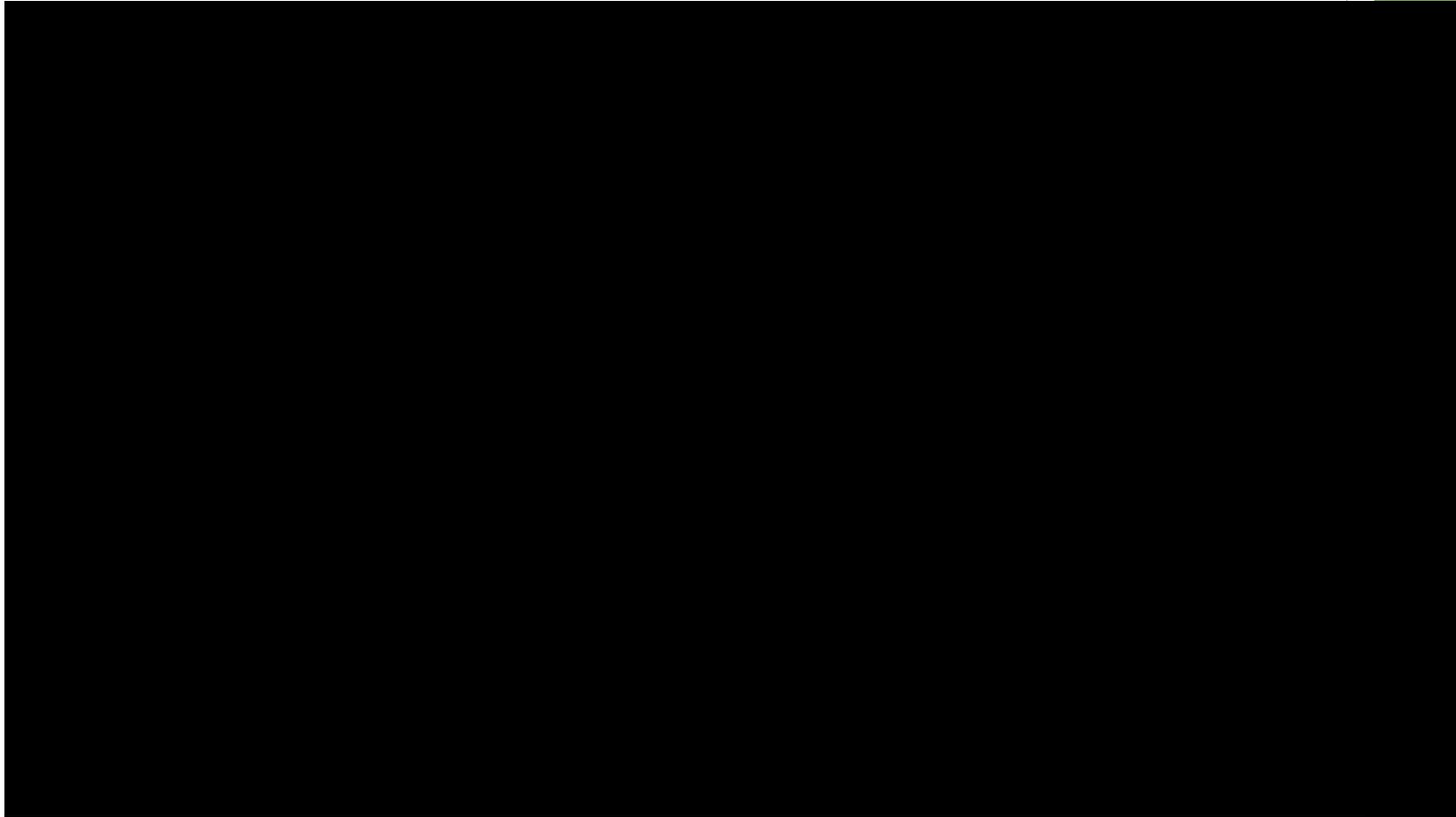
Moving Images

Normal speed of a video
24 frames per second

**(24 still images are continuously
moving / sec)**

The effect of a video

(Audio - Visual media)



DIGITIZED MULTIMEDIA

Media elements have been captured in a code that the computer can understand.

Digitizing different media elements and then manipulating them with computer software

DIGITIZED MULTIMEDIA

Bit – The smallest data on a computer

1 Bit = 0 or 1 (binary)

8 Bit = 1 byte

1024 bytes = 1 KB

1024 KB = 1 MB

The effect of Audio - Visual media



The effect of Audio - Visual media

A picture is worth a thousand words

**We can sense 11% through hearing
and
83% through Visual sense**

**We remember 30% through seeing
and
50% through seeing and hearing**

Thank You

