Special Effects in Multimedia Development

Gurbir Singh

Unitec Institute of Technology

Gurbir.singh.saini18@gmail.com

1   Introduction

Multimedia is the combination of different media such as text, video, audio and animation. Interactive Multimedia is an increasingly attractive technology for businesses in advertising and marketing, It companies and small to medium enterprises. Multimedia applications are found in many fields including science, advertisement, movies, and music videos, education and the most unbelievable sustainability. In particular Special Effects in Multimedia, include image editing i.e. 2D & 3D images and animated videos and applications that represent the information in an interactive way which users can interpret the information quicker than any means of information representation.

2   Advertising Industry & Special Effects

Multimedia finds its applications in advertising in the form of special edited images and graphics. For example the automobile industries are using multimedia to develop 3D pictures and combined pictures of newly launched vehicles in their advertisements (Harris, 2009). Two of the software products which these companies use are Adobe Photoshop and GIMP.

However software is changing and upgrading rapidly and new versions of software are being launched onto the market regularly.   These new versions are more sophisticated and easier to use than earlier versions and have better features adn capabilities to enable the users to make superior designs. Adobe Photoshop and GIMP are the most commonly used special effects software packages and are mostly commonly used for image enhancement in advertising.

3   Product Comparison

Adobe Photoshop was launched in October 1988 on the Apple Mac platform. Subsequently revisions were made to the existing software and these new versions were launched annually and the new versions were made available on all platforms except Linux. The latest version of Adobe Photoshop in the market is Adobe Photoshop CS4 extended 11.0.

GIMP was first launched in October 2005 and the first version was GIMP 2.2.9. (GIMP, 2009). Similarly new features were added continuously to make it more superior and the latest version now working is GIMP 2.3.10 Development Release.

Adobe Photoshop was developed with the view to edit images to create better quality. It includes various tools to edit images such as: creating workgroups, creating photo galleries, marquee tool, move tool, lasso tool (magnetic tool to cut or crop objects in the image), magic wand tool (for editing or removing the backgrounds), crop tool, slice tool, clone stamp tool, history brush tool, eraser tool, gradient tool, blur tool, dodge tool, typing tool, pen tool, eye dropper, zoom tool, a tool to set foreground and background colours, size selection, operating with colour balance, and filters. If we look at the features and capabilities of GIMP, they are very similar to Photoshop, but it also has extra image refining capabilities and tools.

Moreover GIMP is open source software, so users do not need to buy a registration key or licence to use it whereas Adobe Photoshop is not Open source software and requires a license.

4   Conclusions

Multimedia has applications in many fields including science, religion, education, advertising, military training, pilot training and many more. As multimedia special effects are used in every nearly all these fields, multimedia software has the utmost importance to the industry. This poster will show the comparison of two of the most widely used and highly rated software products available, Adobe Photoshop and one open source product, GIMP.

5   References

Harris, T. (November 09, 2000). *How Web Animation Works*. Retrieved on 25/03/2009 from http://computer.howstuffworks.com/web-animation2.htm

GIMP Release History. Retrieved on 03/05/09 from http://undo.gimp.org/