

- NŪWA receives texts or sketches and designs pictures and videos, adding extra details
- OpenAI converts English into code, understandable for neural network
- TouchDesigner works with video or Endel and creates music.

In conclusion, there is a variety of instruments for generative design that are used for graphics. Despite the fact that Artificial Intelligence is still far from being perfect, we can already trust it some complicated tasks, which would take hours and days for human to do.

*Scientific supervisor: Hanna SOROKUN
Senior Lecturer*

UDC 004.056.57 (043.2)

Anastasiya BESKROVNA, Mariya ZAPOROZHETS
National Aviation University, Kyiv

VARIOUS APPLICATIONS AND USES OF MULTIMEDIA

Multimedia involves integrating various types of media, including text, images, audio, and video, to enhance user experiences. For instance, a multimedia presentation may incorporate textual content for concept explanation, visual elements for illustration, and audio components to offer supplementary information, resulting in a more captivating and informative experience for users.

Entertainment Industry. The entertainment industry is increasingly relying on multimedia to deliver immersive and engaging experiences to audiences. This is a rapidly evolving field in which new technologies and trends are constantly emerging. This dynamic sector utilizes a variety of multimedia tools and platforms, seamlessly combining visual, audio and interactive elements to create immersive stories and experiences. For example, platforms such as Instagram and TikTok are redefining storytelling with visually engaging content, to the complex world of digital content creation, where applications such as YouTube and Adobe Creative Cloud empower creators to shape and share their artistic vision.

Education and Training. Multimedia is a powerful tool for education and training that can enhance engagement, understanding and learning effectiveness. Education and training in multimedia revolutionize learning by

seamlessly integrating interactive technologies, digital resources and creative tools, fostering a dynamic educational environment that empowers individuals to acquire diverse skills, explore innovative concepts and adapt to the evolving demands of the digital era. For example, applications such as Duolingo, Falou, and Quizlet can help with language learning. Zoom and Google Classroom can replace offline learning with online learning. And there are many other convenient learning apps.

Advertising and Marketing. Advertising and marketing in multimedia redefine promotional strategies by harnessing the power of dynamic visuals, interactive content and cross-platform engagement, creating a vibrant and immersive brand narrative that captivates audiences and leverages the full spectrum of multimedia elements for effective communication and brand resonance. Multimedia can reach a wider audience than traditional advertising methods. For example, a television commercial can be seen by millions of people, while a print ad may only be seen by a few thousand.

Healthcare and Medical Training. Healthcare and medical training leverage multimedia innovations to enhance patient care, medical education and training methodologies. By integrating 3D visualizations, virtual simulations and interactive technologies, multimedia not only facilitates a deeper understanding of medical concepts but also transforms the healthcare landscape, fostering improved diagnostics, treatment strategies and overall medical proficiency. Multimedia can be used to simulate real-life medical scenarios. This can help healthcare professionals to practice their skills and prepare for emergencies.

Virtual Reality and Augmented Reality. Virtual reality (VR) and augmented reality (AR) are emerging technologies with the potential to revolutionize the way we interact with the world around us. These transformative technologies, by seamlessly blending the virtual and real worlds, open new frontiers in education, gaming, healthcare, and beyond, fundamentally reshaping the way we perceive, learn, and engage with our surroundings. For example, Google Cardboard is a low-cost virtual reality platform that uses a cardboard headset and a smartphone to provide a basic virtual reality experience suitable for educational purposes and simple applications.

Overall, multimedia is not just a trend; it's a revolutionizing force redefining how we communicate, learn and experience the world around us.

*Scientific supervisor: Halyna MAKSYMOWYCH,
Senior Lecturer*