

Total No. of printed pages = 3

**BMD 171401**

Roll No. of candidate

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**2018**

**B.Des. 4th Semester End-Term Examination**

**MULTIMEDIA DESIGN FUNDAMENTALS**

Full Marks – 100

Time – Three hours

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The figures in the margin indicate full marks  
for the questions.

Illustrate your answers with suitable sketches and  
examples wherever necessary.

Answer question No. 1 and any *six* from the rest.

1. Fill in the blanks :

(10 × 1 = 10)

- (a) Audience is the component of the dimension,  
\_\_\_\_\_
- (b) A \_\_\_\_\_ is a simple, working example that  
demonstrates whether or not an idea is feasible.
- (c) \_\_\_\_\_ product has the shortest  
development cycle.
- (d) Well organized resources of a multimedia  
project are called \_\_\_\_\_

**[Turn over**

- (e) Adobe Flash is a \_\_\_\_\_ based authoring tool.
  - (f) FAQ stands for \_\_\_\_\_
  - (g) \_\_\_\_\_ depicts all the tasks along a timeline.
  - (h) A navigation map is also known as a \_\_\_\_\_ map.
  - (i) \_\_\_\_\_ is the phase where a multimedia project is actually rendered.
  - (j) Unauthorized use of copyrighted material is called copyright \_\_\_\_\_
2. (a) What is the use of multimedia? (5)
  - (b) What are the various multimedia product possibilities? (6)
  - (c) Describe Reference products. (4)
  3. (a) What are the different stages of a multimedia project? (4)
  - (b) What are the things you can create using a multimedia authoring tool? (6)
  - (c) State five helpful ways to start a multimedia project. (5)
  4. (a) What are the different type of authoring tools? Describe them briefly. (6)
  - (b) While choosing an authoring tool which are the features we look for? (9)

5. Write short notes on the job descriptions of the following positions:  $(3 \times 5 = 15)$
- (a) Project Manager
  - (b) Multimedia Designer
  - (c) Multimedia Audio Specialist.
6. (a) Mention at least ten tasks you should plan ahead before starting a project?  $(10)$
- (b) If given a chance, how would you build a team for a multimedia project?  $(5)$
7. (a) Describe the fundamental organizing structures used in multimedia projects with suitable diagrams.  $(8)$
- (b) What are some of the common irritants you might face during production?  $(7)$
8. (a) Briefly explain copyrighted material.  $(4)$
- (b) What are some of the issues you need to consider when negotiating for rights to use pre-existing content?  $(11)$
9. (a) Why is Testing important before delivering a product to the client?  $(5)$
- (b) Describe Alpha Testing and Beta Testing.  $(5 + 5 = 10)$
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