

Total No. of printed pages = 4

BMD 171401

Roll No. of candidate

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2019

B.Des. 4th Semester End-Term Examination

MULTIMEDIA DESIGN FUNDAMENTALS

(New Regulation w.e.f. 2017 - 2018)

Full Marks – 70

Time – Three hours

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

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

1. Choose the correct answers from the following questions: (10 × 1 = 10)
 - (i) Interactivity is the component of the dimension:
 - (a) Functionality
 - (b) Aesthetics
 - (c) Content
 - (d) Usability
 - (ii) Which among these is not an advanced interactive element:
 - (a) Search Box
 - (b) Email feedback
 - (c) Video
 - (d) Game

[Turn over

- (iii) Which among these is not a component of Aesthetics?
 - (a) Style
 - (b) Audience
 - (c) Imagination
 - (d) Expertise
- (iv) A short development cycle is the characteristic of:
 - (a) Reference Product
 - (b) Database Product
 - (c) Briefing Product
 - (d) Kiosk Product
- (v) Cookbooks are examples of:
 - (a) Briefing Product
 - (b) Education and Training Product
 - (c) Database Product
 - (d) Reference Product
- (vi) Education and Training Products shares the same characteristics as:
 - (a) Briefing Products
 - (b) Reference Products
 - (c) Database Products
 - (d) Kiosk Products
- (vii) The stage of a multimedia project where Prototypes are created is:
 - (a) Planning and Costing
 - (b) Designing and Producing
 - (c) Testing
 - (d) Delivering

(viii) The full form of FTP is:

- (a) File Transmission Protocol
- (b) File Testing Protocol
- (c) File Transfer Protocol
- (d) File Transfusion Protocol

(ix) With multimedia authoring tool, one can make:

- (a) Games
- (b) Presentations
- (c) Animations
- (d) All of the above

(x) Which among these is not an organizational structure?

- (a) Linear
- (b) Non-linear
- (c) Hierarchical
- (d) Recursive

2. (a) Why do we need multimedia? (4)
(b) Describe Briefing and Kiosk Products with examples. (5+5+1=11)
3. (a) How does *Icon-and Object-based* authoring tools help non-technical multimedia authors? (5)
(b) Write brief notes on the job descriptions of the following positions: (2×5=10)
(i) *Interface Designer* and
(ii) *Multimedia Writer*.
4. (a) Mention at least ten things that you should consider during Idea Analysis. (10)
(b) What is prototype development and why is it required? (5)

5. (a) How does Depth Structure differ from Surface Structure? (2)
- (b) Briefly describe Novice/Expert Mode on interfaces. (2)
- (c) What are the various things to be avoided while creating graphics? (11)
6. (a) While working with clients, how can you reduce Client Approval Cycles? (4)
- (b) What are the various issues you need to consider when negotiating for rights to use pre-existing content? (11)
7. (a) Write in your own words how will you prepare to deliver your multimedia project once it is complete? (7)
- (b) Write short notes on any *two* from the following: (2x4=8)
 - (i) Copyright Infringement
 - (ii) Golden Master
 - (iii) Product Activation.