

2021

INTRODUCTION TO MULTIMEDIA DESIGN

Full Marks: 60

Time: Two hours

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

PART-A

1. A) Fill up the blanks: (10x1 = 10)

- i) Expertise is the component of the dimension _____.
- ii) Sales Presentation is an example of a _____ product.
- iii) _____ Product manages large multimedia data.
- iv) A prototype is sometimes called a proof of concept or _____.
- v) The most precious asset you can bring to the multimedia workshop is _____.
- vi) Files which are kept well organized and can be easily retrieved while working on a multimedia project are called _____.
- vii) FAQ stands for _____.
- viii) A navigation map is also called a _____ map.
- ix) _____ is the phase when your multimedia project is actually rendered.
- x) When a project reaches the delivery stage, it is said to be _____.

B) Choose the correct answer from the following: (5x1 = 5)

- i) Which among the following product has the shortest development cycle:
 - a. Briefing products
 - b. Database products
 - c. Reference products
 - d. Kiosk products

- ii) Which among the following is not an intangible you would require while creating a multimedia project:
 - a. Creativity
 - b. Organization
 - c. Hardware
 - d. Communication

- iii) Which among the following is not a mandatory requirement for various multimedia job positions?
 - a. Good communication skills
 - b. Team Player
 - c. Solid understanding of subject area
 - d. None of the above

- iv) The structure realized by a user while navigating a project is called:
 - a. Surface structure
 - b. Depth structure
 - c. Navigational structure
 - d. None of the above.

- v) When delivering a project, you should:
 - a. Not bother testing; it'll probably work.
 - b. Test once on your development computer.
 - c. Test on several other computers at least once.
 - d. Test on as many different computers as many times as you can.

C) State True or False:

(5x1 = 5)

- i) Control is a component of Usability.
- ii) Internet Playability is an essential feature of an authoring software.
- iii) It is not always necessary to have a target audience while creating a project.
- iv) It is favourable to have kind colleagues as alpha testers for your project.
- v) During delivery of your final project, packaging plays an important role.

PART-B

2. What are the dimensions of multimedia? (2)
3. What are the stages of a Multimedia project? (2)
4. Why is a prototype required? (2)
5. What is a modal interface? (2)
6. Describe copyright infringement. (2)
7. What is Golden Master? (2)

PART-C

8. Why do we need multimedia? (4)
9. Describe Reference Products with examples. (4)
10. Explain how Icon and Object-based authoring tools are beneficial for non-technical multimedia authors? (4)
11. Describe the role and responsibilities of a Project Manager. (4)
12. What are the fundamental organizing structures used in multimedia projects? (4)
13. Explain the difference between Alpha Testing and Beta Testing? (4)
14. What is the significance of the README.TXT file? Why is it required? (4)
