

2022

MULTIMEDIA DESIGN FUNDAMENTALS

Full Marks: 100

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. A) Fill in the blanks: (10x1 = 10)

- i. Audience is the component of the dimension, _____.
- ii. A _____ is a simple, working example that demonstrates whether or not an idea is feasible.
- iii. _____ product has the shortest development cycle.
- iv. Well organized resources of a multimedia project are called _____.
- v. Adobe Flash is a _____ based authoring tool.
- vi. The full form of DRM is _____.
- vii. _____ depicts all the tasks along a timeline.
- viii. A navigation map is also known as a _____ map.
- ix. _____ is the phase where a multimedia project is actually rendered.
- x. _____ testing is done by a wider range of selected people.

B) State True or False.: (1 x 10 =10)

- i) Interactivity is the component of Usability.
- ii) Video is not an advanced interactive element.
- iii) Audience is not a component of Aesthetics.
- iv) A short development cycle is the characteristic of Reference Products.
- v) Cookbooks are examples of Database Product.
- vi) Education and Training Products shares the same characteristics as Briefing Products.
- vii) Prototypes are created during the Designing and Producing stage.
- viii) The full form of FTP is File Transmission Protocol.
- ix) Royalty free content can always be used for commercial purpose without any fees.
- x) Copyrighted material can be used for educational purpose without permission.

2. A) What are the components of the dimension 'Content'? Describe them briefly. (10)
B) What are the multimedia product categories? (6)
C) Describe Reference Products with examples. (4)
3. A) Describe the intangibles required during creation of a multimedia project. (6)
B) What are some of the things one can create using an authoring tool? (4)
C) How is a multimedia writer different from a traditional writer? (5)
D) Why is a lawyer required in a multimedia project development team? (5)
4. A) What happens during Idea Analysis? (5)
B) Why is developing a prototype highly important? (5)
C) While creating a budget, what do you understand by contingencies? (3)
D) What is a Change Order? Describe how it can affect multimedia creators? (5)
E) What is an RFP or request for proposal? (2)
5. A) Describe the fundamental organizing navigational structures with diagrams. (10)
B) What are modal interfaces? Discuss why it should or should not be used. (2+3=5)
C) Why is a storyboard required for a multimedia project? (5)
6. A) Why do we need file naming conventions? (5)
B) Explain what is version control and why is it required. (5)
C) When are content considered as having high production value? (5)
D) Why is Testing important before delivering a product to the client? (5)
7. Write short notes on the following: (4x5 = 20)
A) Copyright infringement
B) Golden Master
C) Self-extracting archive
D) Product activation.
