

2023

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. Media is the component of the dimension _____.
 - ii. _____ informs the user when something takes time to load.
 - iii. Sales Presentation is an example of a _____ product.
 - iv. _____ product manages large multimedia data.
 - v. A prototype is sometimes called a proof of concept or _____.
 - vi. The most precious asset you can bring to the multimedia workshop is _____.
 - vii. Adobe Director is a powerful and complex multimedia _____ tool.
 - viii. The important thing to keep in mind when toying with an idea is _____.
 - ix. The full form of RFP is _____.
 - x. A navigation map is also called a _____ map.
- B) Choose the correct answers from the following questions: (1 x 10 =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

...Contd.

- iii) Which among these is not a component of Aesthetics?
- Style
 - Audience
 - Imagination
 - Expertise
- iv) A short development cycle is the characteristic of:
- Reference Product
 - Database Product
 - Briefing Product
 - Kiosk Product
- v) Cookbooks are examples of:
- Briefing Product
 - Education and Training Product
 - Database Product
 - Reference Product
- vi) Education and Training Products shares the same characteristics as:
- Briefing Products
 - Reference Products
 - Database Products
 - Kiosk Products
- vii) The stage of a multimedia project where Prototypes are created is:
- Planning and Costing
 - Designing and Producing
 - Testing
 - Delivering
- viii) The full form of FTP is:
- File Transmission Protocol
 - File Testing Protocol
 - File Transfer Protocol
 - File Transfusion Protocol
- ix) With multimedia authoring tool, one can make:
- Games
 - Presentations
 - Animations
 - All of the above

...Contd.

- x) Which among these is not an organizational structure?
- Linear
 - Non-linear
 - Hierarchical
 - Recursive
2. A) Describe any dimension of multimedia with its characteristics and examples. (10)
B) Describe Briefing Products and Kiosk Products with examples. (5+5 = 10)
3. A) What are the different types of authoring tools? Describe briefly. (6)
4. B) How does *Icon-and Object-based* authoring tools help non-technical multimedia authors? (5)
C) State the features one should look for while choosing an authoring tool. (9)
5. A) Briefly describe the stages of a Multimedia Project. (8)
B) Describe the role of Instructional designers and Interface designers. (6)
C) Why do you require a client-sign-off? How is it connected to a Change order? (6)
6. A) Explain Depth Structure and Surface Structure with appropriate diagrams. (10)
B) Mention any ten things to avoid while creating computer graphics. (10)
7. A) Explain low and high production value of content with examples. (5)
B) What is copyleft? How is it different from copyright? (5)
C) Explain what happens during Alpha and Beta Testing. (10)
8. Write short notes on *any four* from the following: (4x5 = 20)
- Assets
 - Client Approval Cycles
 - Derivative work
 - DRM
 - Release Form
 - Installer
 - README.TXT
