

Answer all questions

Section A: Multiple Choice Questions

1. A multimedia project is said to be _____ and user-interactive when users are given navigational control.
 - a. Hypertext
 - b. Linear
 - c. Non-linear
 - d. Plug-in
2. What does GUI stand for?
 - a. Gaming User interface
 - b. Geometric User Interface
 - c. Graphical User Interface
 - d. Guidance User Interface
3. A project is packaged and delivered to the end user in the ____ stage.
 - a. Delivery
 - b. Design and Production
 - c. Planning and Costing
 - d. Testing
4. Which of the following is not a stage in a multimedia project?
 - a. Designing
 - b. Forecasting
 - c. Planning
 - d. Testing
5. The native language of web, _____, was originally designed to display simple text documents on computer screens.
 - a. DHTML
 - b. HTML
 - c. Java
 - d. XHTML
6. A _____ is a collection of characters of a single size and style belonging to a particular typeface family.
 - a. Font
 - b. Style
 - c. Tab
 - d. Toolbar
7. The branch of physics that studies sound is called _____.
 - a. Acoustics
 - b. Auditory

- c. Biometrics
 - d. Linguistics
8. Sound pressure is measured in _____.
- a. Bauds
 - b. Bits
 - c. Decibels
 - d. Watts
9. The process of removing blank spaces from the front of recording is called _____.
- a. Digital Signal Processing
 - b. Resampling
 - c. Splicing
 - d. Trimming
10. The process of drawing a series of frames between keyframes is called _____.
- a. Morphing
 - b. Storyboarding
 - c. Tweening
 - d. Tweaking
11. _____ is the study of movement and motion structures that have joints
- a. Cel-animation
 - b. Kinematics
 - c. Morphing
 - d. Tweaking
12. _____ is a popular effect in which one image transforms into another.
- a. Inverse kinematics
 - b. Morphing
 - c. Tweaking
 - d. Tweening
13. Which of the following multimedia element places the highest performance demand on the computer?
- a. Animation
 - b. Sound
 - c. Text
 - d. Video
14. _____ is a communication system that spans great distances.
- a. LAN
 - b. MAN
 - c. Single User PCs

- d. WAN
15. What does OCR stands for?
- a. Optical Character Recognition
 - b. Optical Client Recognition
 - c. Optical Content Recognition
 - d. Optical Customer Recognition
16. Which of the following is a feature of a 3-D modeling tool?
- a. Autotrace
 - b. Eyedropper tool
 - c. Lathe and Extrude
 - d. Thesaurus
17. Bitmapped images can be converted into vector-based outlines in a drawing or painting package with the _____ feature.
- a. Autotrace
 - b. Eyedropper tool
 - c. Lathe and Extrude
 - d. Thesaurus
18. In a multimedia project with a _____ structure, users navigate sequentially from one frame to another.
- a. Composite
 - b. Hierarchical
 - c. Linear
 - d. Non-linear
19. Users navigate freely through the content of a project, unbound by predetermined routes in the _____ model of a multimedia project.
- a. Composite
 - b. Hierarchical
 - c. Linear
 - d. Non-linear
20. _____ protection applies to the original works of authorship fixed in any tangible medium of expression.
- a. Copyright
 - b. Governmental
 - c. Police
 - d. Public Domain
21. The “fair use” exception for copyrighted material applies to _____.
- a. Business houses
 - b. Educational institutions
 - c. Publishers
 - d. Web developers
22. Which release of a product is typically for internal circulation only?

- a. Alpha
- b. Beta
- c. Gamma
- d. Mega

23. What is the primary logical unit for data storage in a CD?

- a. Groove
- b. Pit
- c. Sector
- d. Track

24. A proof-of-concept refers to a _____.

- a. Budget
- b. Gantt chart
- c. Prototype
- d. Skill matrix

25. Scripting languages operate by processing small blocks of code when certain events occur. Such a block of code is called_____.

- a. A function
- b. A handler
- c. A process
- d. A script

[25 Marks]

Section B: Definition of terms

- 1. Digital Audio (2 Marks)
- 2. Plug-ins (2 Marks)
- 3. Multimedia (2 Marks)
- 4. Multimedia Designer (2 Marks)
- 5. Streaming (2 Marks)

[10 Marks]

Section C: Fundamentals of Multimedia

- 1. Discuss FIVE important considerations in preparing your project for delivery in the marketplace. (10 Marks)
- 2. Define QuickTime and describe its capabilities. What media can be included to it? Where and how can it be use? (10 Marks)
- 3. List FIVE considerations in shooting and editing video for use in multimedia. (5 Marks)

[25 Marks]

Section D: Adobe Director

1. The score is an essential part of Adobe Director. The score is where all the “directing” comes to play. Explain in terms of the components mentioned below on how important a director movie is created and controlled.
 - a. Frame (5 Marks)
 - b. Channel (2 Marks)
 - c. Playhead (2 Marks)
2. List all the FOUR lingo event hierarchy. Arrange them beginning with the highest level of precedence working down to the lowest. (5 Marks)
3. What is a cuepoint? Discuss ONE primary benefit of using a cuepoint in a director movie. (3 Marks)
4. Define what a puppet transition function is. Explain using the general syntax of the function. (3 Marks)
5. Describe the steps needed to create a empty 3D cast member that can be populated with 3D data. (5 Marks)
6. Write a behavior in lingo script, where when attached to a QuickTime video sprite, makes the playhead stay on a frame until the QuickTime movie is finished playing. (5 Marks)
7. Write the appropriate script whereby when the button is pressed,
 - a. Make the playhead go to frame 20 (2 Marks)
 - b. Make the playhead go to the frame labeled “intro” (2 Marks)
 - c. Stay on the current frame indefinitely (2 Marks)
 - d. Make the playhead to the previous marker (2 Marks)
 - e. Go to a different movie (2 Marks)

[40 Marks]

THE END

Prepared by Shyamala Nadarajan
Information Technology Department
School of Engineering, Science and Technology