00875

MASTER OF SCIENCE (DIETETICS AND FOOD SERVICE MANAGEMENT)

Term-End Examination

December, 2010

CSM-04 : MULTIMEDIA DESIGN AND AUTHORING

Time : 3 hours *Maximum Marks : 75*

*Note : All questions from Section–A are **compulsory**. All objective type questions carry **one** mark each. Answer any three questions from Section–B.*

SECTION–A

1. State *True/false* Q.1 (a) to Q.1 (f) . **10x1=10**

   (a) AIFF stands for AVI Interchange file format.

   (b) Programming in macromedia director is known as action script.

   (c) Frames per second should be measured to increase the speed of an animation.

   (d) PNG stands for Printable Network Graphics.

   (e) File size of Director package is larger than flash.

   (f) Image Q is not an authoring software.

(g) Shockwave plyer is necessary for running files of Director.

(h) Sampling is converting bit map graphics to vector graphics format.

(i) CMYK colour model is used fo⋫ Printing.

(j) WYSIWYG stands for what you see is what you get.

2. (a) Assume that a prototype of a multimedia website of your TLC has to be developed, which indudes student information and digital multimedia content repository. Explain the various issues involved in designing and evaluating the prototype.   15

(b) Discuss the steps to integrate the sound file in multimedia program.   5

SECTION-B

3. (a) How can the speed, quality and size of an animation be maintained simultanously ? Explain it with an example using any one animation software. **10**

(b) Explain the difference between vector and bit map graphics. **5**

4. (a) Compare and contrast the advantages and disadvantages of using video instead of animation in a multimedia CD. **7**

(b) Explore the process involved in capturing video, compressing the video and preparing it for the CD - ROM. **8**

5. Explain the file of the following in multimedia production : **15**
(a) Graphic Artist
(b) Project Manager
(c) Script Writer

6. Explain the following terms : **15**
(a) Virtual Reality
(b) Video conferencing
(c) MIME
(d) Morphing
(e) RGB colour model