



STAMFORD COLLEGE
SCHOOL OF COMPUTER SCIENCES
DIPLOMA IN INFORMATION TECHNOLOGY

STC101 : MULTIMEDIA

Date : 9 November 2005 (Wednesday)

Time : 9.00 a.m. – 11.00 a.m.

Duration: 2 hours

Instructions to Candidates

Answer ALL questions.

Please ensure that this examination paper contains FOUR questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Candidates may use calculators provided the calculators give no printout, have no work display facilities, are silent and cordless.

Write your Examination Index Number on each page of your answer booklet.

This paper consists of **FIVE** questions. Candidates are required to answer **ALL FIVE** questions.

The total marks allocated for each of the questions are shown in brackets.

Question 1

- (a) Give the definition of multimedia. (4 Marks)
- (b) Differentiate between hypertext and hypermedia. (4 Marks)
- (c) Define the following file formats. (2 Marks)
- (i) BMP
 - (ii) TIFF
- (d) Discuss the benefits of multimedia in education. (10 Marks)
- (Total = 20 Marks)

Question 2

- (a) There are **three** steps in authoring a multimedia application. Describe these **three** steps. (6 Marks)
- (b) Your company requires you to create a multimedia application using an authoring tool. There are several software packages available in the market.
- (i) Briefly describe the frame based and slide based authoring tools with an example each. (10 Marks)
 - (ii) Discuss how you would evaluate the authoring tools to select one which is suitable for creating your application. (4 Marks)
- (Total = 20 Marks)

Question 3

One of the design guidelines when developing a multimedia application is to identify the target audience. Discuss four criteria you would use to identify the target audience.

(8 Marks)

Why is it important to identify the target audience before developing a multimedia application?

(2 Marks)

State the use of the elements below in a multimedia application and two design guidelines for the elements.

- (i) Text
- (ii) Graphics
- (iii) Animation

(6 Marks)

- (d) Interactivity plays a major role in increasing audience's ability to remember information. Interactivity is made possible through navigational controls. Describe briefly the **four** common navigational controls.

(4 Marks)

(Total = 20 Marks)

Question 4

Discuss the benefits of using multimedia in the following sectors.

- (i) Training
- (ii) Education

(10 Marks)

- (b) The number of people involved in the creation of multimedia varies depending on the size of the project. Listed below are the team members involved in the process of creating a multimedia application. Explain briefly their responsibilities.

- (i) Production manager
- (ii) Multimedia architect
- (iii) Video specialist
- (iv) Content specialist
- (v) Instructional designer

(10 Marks)

(Total = 20 Marks)

Question 5

(a) Describe the following multimedia applications.

- (i) Kiosk
- (ii) Videoconferencing
- (iii) Virtual reality

(6 Marks)

How are the applications listed above used in business and entertainment?

(6 Marks)

There are several advantages of using kiosk. Describe **four** advantages of using kiosk.

(8 Marks)

(Total = 20 Marks)

- END OF PAPER -

