



**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2022/2023**

COURSE NAME : MULTIMEDIA CONCEPT
COURSE CODE : DAT 11403
PROGRAMME CODE : DAT
EXAMINATION DATE : FEBRUARY 2023
DURATION : 2 HOURS AND 30 MINUTES
INSTRUCTION : 1. ANSWER **ALL** QUESTIONS
2. THIS FINAL EXAMINATION IS
CONDUCTED VIA **CLOSED
BOOK**
3. STUDENTS ARE **PROHIBITED**
TO CONSULT THEIR OWN
MATERIAL OR ANY EXTERNAL
RESOURCES DURING THE
EXAMINATION CONDUCTED
VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF **FIVE (5)** PAGES

- Q1** The role of the production manager in multimedia production is to define, coordinate and facilitate the production of the multimedia project.
- (a) Explain **TWO (2)** approaches that are important in developing multimedia projects. (4 marks)
- (b) Multimedia projects are undertaken in several stages.
- i) State **THREE (3)** multimedia development stage. (3 marks)
- ii) Explain each of multimedia development phases that you answered in **Q1 (b)(i)**. (6 marks)
- (c) You were assigned to develop an animation project with a group of seven people.
- i) State **FOUR (4)** roles that are suitable for the development of the project. (4 marks)
- ii) Illustrate all characteristics to become a good production manager. (8 marks)
- Q2** A user interface (UI) is the space where interactions between humans and machines occur.
- (a) Explain **TWO (2)** goals of UI. (4 marks)
- (b) Composite user interfaces (CUIs) are UIs that interact with two or more senses.
- i) State **THREE (3)** broad categories of CUIs. (3 marks)
- ii) Explain each of broad categories of CUIs that you answered in **Q2 (b)(i)**. (6 marks)

(c) Audio is perhaps the most sensuous element of multimedia. Mr. Karim is one of the members in the multimedia development team at Syarikat Multimedia BCS. He has been assigned to record audio and video for developing a multimedia presentation.

i) State **TWO (2)** examples of audio format. (2 marks)

ii) Differentiate between background music and sound effect. (4 marks)

iii) Produce a guide of the audio recording process that includes the process of inserting the recorded media into multimedia presentation for Mr. Karim. (6 marks)

Q3 Text is an important component used in many multimedia applications. They are characters that are used to create words, sentences and paragraphs.

(a) State **TWO (2)** software that can be used to produce and edit text. (2 marks)

(b) State **THREE (3)** common types of text style. (3 marks)

(c) Explain **TWO (2)** ways for your text to be readable. (4 marks)

(d) Give examples of suggested guidelines for headings and text blocks. (4 marks)

(e) Differentiate between Decorative, Serif and San Serif font. (6 marks)

(f) Draw a typography of the word "Multimedia" using your own:

i) Decorative font

ii) Serif font

iii) San Serif font

(6 marks)

Q4 A graphic is an image or visual representation of an object.

(a) State **TWO (2)** types of graphic format. (2 marks)

- (b) Differentiates the advantages and disadvantages between the two types of graphic format from **Q4 (a)**.
(8 marks)
- (c) A storyboard is a graphic organizer in the form of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture, animation, motion graphic or interactive media sequence. Based on the sequence of moments in **Figure Q1**, sketch a complete storyboard for each of the moments given.
(15 marks)

-END OF QUESTIONS-

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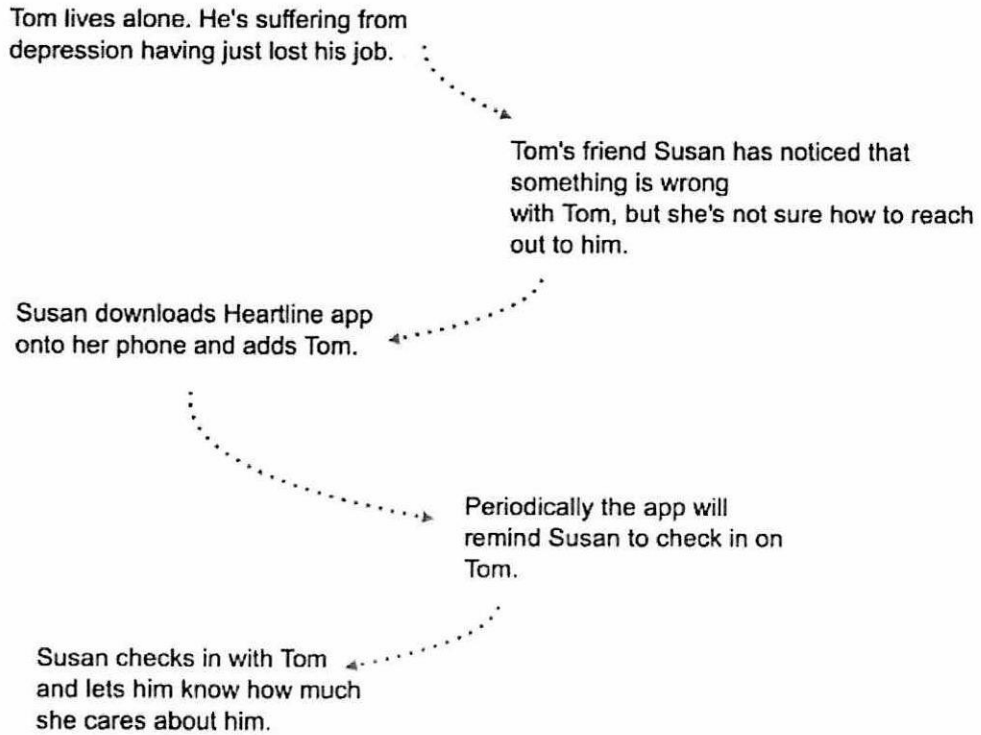


Figure Q1