



DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS205

COURSE TITLE: INTRODUCTION TO MULTIMEDIA DESIGN

EXAM DATE: WEDNESDAY

DURATION: 3 HOURS

TIME: 8:00AM-11:00AM

DAY

INSTRUCTOR: Ms. Hilda Kamau

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers.

- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any THREE questions in section “B”**

SECTION A (COMPULSORY)

1. a) Discuss **two** elements of usability in multimedia. **[4 marks]**
b) Explain reasons that set multimedia systems apart from other media systems. **[6 marks]**

SECTION B (ANSWER ANY THREE QUESTIONS)

2. a) With relevant examples distinguish between lossy and lossless compression. **[4marks]**

b) When performing lossy audio encoding there is a trade-off between the amount of space used and sound quality. Describe the **MPEG approach** to *lossy audio compression*. **[6marks]**

3. Carefully read the following advertisement for a job in a fictitious company at a newly established XYZ Multimedia Publishing Company, and then attempt the following questions:

XYZ Multimedia Publishing Company is seeking to fill the following position:

Multimedia Production Manager

This position reports to the Managing Director of XYZ Multimedia Publishing Company and will be responsible for piloting and promoting digital publishing in East Africa. The Multimedia Production Manager is expected to design, coordinate and demonstrate digital prototypes, essentially based on interactive multimedia-based elements. This position will be suitable for a candidate who is knowledgeable about design, print and multimedia production processes. Successful candidate must be prepared to provide leadership in the use of the state-of-the-art multimedia technologies to transform and enhance the quality of digital publishing in East Africa.

- a) State the responsibilities for this position, in the XYZ Multimedia Publishing Company. **[4marks]**
 - b) Assuming you have been hired as The Multimedia Production Manager for XYZ Multimedia Publishing Company: Your first assignment is to design a multimedia based promotional material for the company. The promotional material may include the following media texts (i) text and graphics, (ii) audio and video, (iii) and animation. Discuss the process involved in design and multimedia productions targeting various media outlets such as print, radio, television and the internet. **[6marks]**
4. a) With a relevant example define animation. **[4marks]**
b) Briefly explain the **THREE** animation spaces. **[6marks]**
5. You have been given a multimedia project by the government to create a Public Service Announcement (PSA) enlightening the public on the Covid-19 pandemic.
a) List the four stages used in the multimedia project **[2marks]**

- b) For each of the four stages listed in 5(a) above, discuss how you would go through each stage to produce the multimedia project?

[8marks]