



THE UNIVERSITY OF THE WEST INDIES

EXAMINATION OF APRIL/MAY 2007

Code and Name of Course: **LS37A – AUDIOVISUAL INFORMATION WORK II**

I.D. _____

Paper:

Date and Time: **Monday May 02, 2007** **1:00 – 3:00 P.M.**

Duration: **2 hrs.**

INSTRUCTIONS TO CANDIDATES: This paper has 11 page(s) and 30 questions

ANSWER ALL QUESTIONS ON THE SPACE PROVIDED ON THE QUESTION SHEET

1. Write **ONE (1)** sentence each on any **THREE (3)** idea development techniques. **(3 marks)**

2. What is the objective of the sponsor appeal section of a grant proposal and what needs to be done when preparing to write it? **(2 marks)**

3. Give **THREE (3)** ways in which presentation graphics software differs from multimedia authoring software. **(1.5 marks)**

4. Which of the following are necessary artistic and technical skills required for multimedia authoring? Select all that apply. **(2 marks)**

- a. Design and layout principles
- b. Audio and video techniques
- c. Statistical analysis
- d. Project management
- e. Database design
- f. Digital library management
- g. Artistic creativity and execution

5. Select the screen types listed below which are **NOT** found in a multimedia presentation. **(1 mark)**

- a. Title
- b. Menu
- c. Layout
- d. Content
- e. Exercise/Simulation
- f. Guestbook
- g. Introduction

6. List **FIVE (5)** questions that should be asked during the Analysis phase of the Project Development Process for a multimedia project. **(2.5 marks)**

7. Why is storyboarding such an important part of the multimedia development process? **(2 marks)**

8. Based on your experience with working on a multimedia project, briefly discuss any **THREE (3)** challenges that may face the producer. **(3 marks)**

9. Identify any **FIVE (5)** purposes served by library displays.

(2.5 marks)

10. What is the difference between a sign and a poster?

(1 mark)

11. Match an element of design on the left with its characteristic on the right by drawing a line connecting them.

(2.5 marks)

Line	Freedom
Shape	Immediacy
Space	Emotion
Colour	Order
Texture	Substance

12. What purpose does document analysis serve during Phase 1 of an imaging project? **(1 mark)**

13. Give **FIVE (5)** advantages of image databases.

(2.5 marks)

14. List any **FIVE (5)** types of damage that could affect video cassettes.

(2.5 marks)

15. What are **THREE (3)** criteria that you would use to select videotapes?

(1.5 marks)

16. If you had to choose between saving your digital video as AVI or MPEG, which format would you choose, and why? **(2 marks)**

17. Indicate any **FIVE (5)** criteria you would use to select a digital camcorder. **(2.5 marks)**

18. Show your understanding of the different fields of view in photography by giving a one-sentence description of each. **(3 marks)**

19. What do you understand by the Rule of Thirds in photography? (1 mark)

20. Give **THREE (3)** instances where camera placement can change the look and feel of a shot. (1.5 marks)

21. DVD movies are usually filmed at: (Select the correct answer)

(.5 mark)

- a. 15 frames per second
- b. 18 frames per second
- c. 22 frames per second
- d. 24 frames per second
- e. 30 frames per second

22. Give **FIVE** advantages of DVDs.

(2.5 marks)

23. How is it possible for DVDs to store more data than CDs?

(2 marks)

24. Exemplify the use of any **FOUR (4)** golden rules of interface design in a multimedia presentation.

(2 marks)

25. Give **THREE (3)** advantages and **THREE (3)** disadvantages of videoconferencing. **(1.5 marks)**

26. Share any **FIVE (5)** techniques for effectively running a videoconference. **(2.5 marks)**

27. Give **FIVE (5)** criteria for selecting CD-ROMs. **(2.5 marks)**

28. List any **FIVE (5)** service issues that library management will have to address when implementing a CD-ROM service. **(2.5 marks)**

29. What is information repackaging? **(1 mark)**

30. Provide **FIVE** tips for the multimedia repackaging of development/cultural information. **(2.5 marks)**

END OF PAPER

