



UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2017/2018**

COURSE NAME : MULTIMEDIA CONCEPT
COURSE CODE : DAT 11403
PROGRAMME CODE : DAT
EXAMINATION DATE : DECEMBER 2017/JANUARY 2018
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : SECTION A: ANSWER ALL QUESTION
SECTION B: ANSWER THREE (3) QUESTIONS ONLY.

THIS QUESTION PAPER CONSISTS OF SIX (6) PAGES

SECTION A

Q1 Figure Q1 shows a bitmap butterfly image. As a graphic designer, you were asked by the client to edit the picture using a photo editing software.

- (a) Name a software that is suitable to edit the image in **Figure Q1**.
(2 marks)
- (b) Explain **ONE (1)** reason why the software that you answered in Q1(a) is suitable to be used for image editing.
(2 marks)
- (c) Explain **THREE (3)** advantages of using the selected software.
(6 marks)
- (d) The client asked you to edit the image in **Figure Q1** based on the following requirements:
- Vibrant the butterfly image only.
 - The background of the image is set to black and white mode.

Propose **FIVE (5)** steps to fulfill the client requirements based on the selected software in Q1(a).
(10 marks)

Q2 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.

- (a) State the benefit of using storyboard.
(2 marks)
- (b) Based on the sequence of moments in **Figure Q2**, sketch a complete storyboard for each of the moments given.
(18 marks)

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SECTION B

Q3 Text in multimedia systems can express specific information, or it can act as reinforcement for information contained in other media items.

- (a) State **TWO (2)** software that can be used to produce and edit text.
(2 marks)
- (b) Explain **TWO (2)** guidelines of text usage in developing multimedia application.
(4 marks)
- (c) Differentiate between kerning and leading.
(4 marks)
- (d) Draw a typography of the word “Multimedia Concept” using any decorative typeface.
(4 marks)
- (e) Sketch the following standard text format for the typography that you drew in question **Q3(d)**:
 - (i) kerning
 - (ii) x-height
 - (iii) point size(6 marks)

Q4 Audio is perhaps the most sensuous element of multimedia. It can provide the listening pleasure of music, the startling accent of special effects, or the ambience of a mood-setting background.

- (a) List **TWO (2)** types of audio signal.
(2 marks)
- (b) Clarify **TWO (2)** differences between both audio signals in question **Q4(a)**.
(4 marks)
- (c) Explain **TWO (2)** advantages of audio usage in multimedia application.
(4 marks)
- (d) Mr Anwar is one of the members in the multimedia development team at Syarikat Produksi Multimedia Hannani. He had been assigned to recording audio and video for developing a multimedia presentation.

(i) Propose **TWO (2)** audio editing software that can be used by Mr Anwar. (4 marks)

(ii) Produce a guide of the audio recording process including the process of inserting the recorded media into multimedia presentation for Mr Anwar. (6 marks)

Q5 Multimedia product development needs multimedia development team consisting people from different fields.

(a) State **FOUR (4)** roles of multimedia development team. (2 marks)

(b) Explain **FOUR (4)** processes involved in creating the concept of a multimedia product. (8 marks)

(c) There are various development model that can be used in the process of creating multimedia application. Some of the model are ADDIE model and Hannafin and Peck instructional model.

(i) Sketch both instructional models. (6 marks)

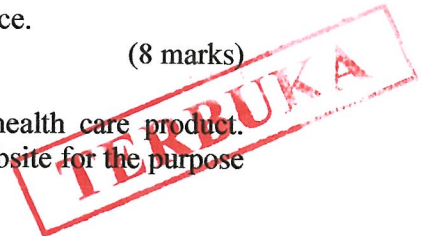
(ii) Choose and justify the suitable model that can be used in developing a multimedia product that allow repetition in determining the product requirements. (4 marks)

Q6 A good user interface design is important to ensure the successful of an application software because normally user assess the application software based on the interface rather than its function.

(a) Define graphical user interface (GUI). (2 marks)

(b) Explain **FOUR (4)** steps in designing user interface. (8 marks)

(c) Incredible Joy Company sells and distributes health care product. The manager of the company plan to develop website for the purpose of online marketing.



Sketch the main interface of the website by using the characteristics of GUI such as windows, icon, menu and graphic.

(10 marks)

Q7 Multimedia is a useful tool to improve business communication quality. Business communication such as communication related to employee, product promotion, customer information and reports for investor can be presented in the form of multimedia.

(a) State **TWO (2)** categories of multimedia application.

(2 marks)

(b) Describe **FOUR (4)** examples of multimedia application in daily life.

(8 marks)

(c) Propose **FIVE (5)** ideas on how to use multimedia in business marketing.

(10 marks)

-END OF QUESTIONS-

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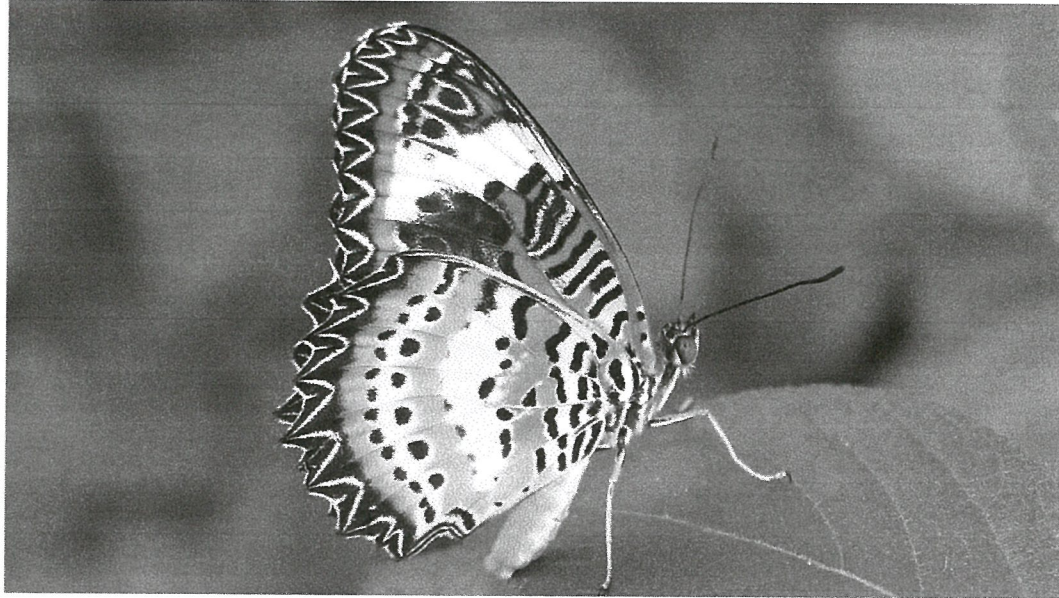


Figure Q1

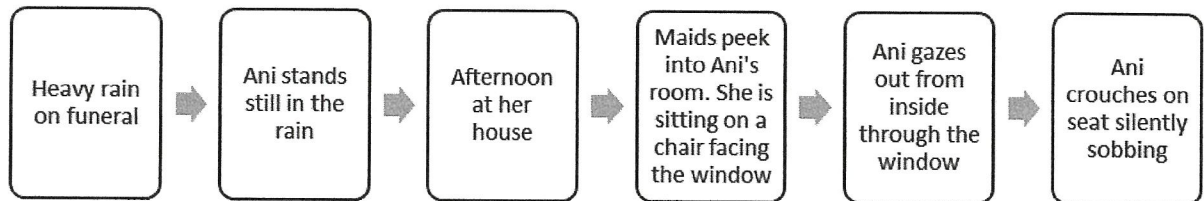


Figure Q2

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