



**UNIVERSITI TUN HUSSEIN ONN  
MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2018/2019**

COURSE NAME : MULTIMEDIA CONCEPT  
COURSE CODE : DAT 11403  
PROGRAMME CODE : DAT  
EXAMINATION DATE : DECEMBER 2018/JANUARY 2019  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTION IN  
SECTION A AND ONLY  
**THREE (3) QUESTIONS IN  
SECTION B.**

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THIS QUESTION PAPER CONSISTS OF **SIX (6)** PAGES

## SECTION A

**Q1** **Figure Q1** shows an image of lion in the jungle. 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 lion image only.
  - Desaturate the background of the image.

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 serif and san serif.  
(4 marks)
- (d) Explain **TWO (2)** ways on how to make your text readable by the audience.  
(4 marks)
- (e) Draw a typography of the word “Multimedia” using your own:
  - (i) Decorative font
  - (ii) San Serif font
  - (iii) Serif font(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)** examples of audio format.  
(2 marks)
- (b) Discuss the difference between background music and sound effect.  
(4 marks)
- (c) Explain **TWO (2)** advantages of audio usage in multimedia application.  
(4 marks)

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(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)

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- Q6** Multimedia documents is very important in the production of a multimedia project.
- (a) Give the definition of multimedia documents. (2 marks)
  - (b) Explain **FOUR (4)** elements of multimedia document architecture. (8 marks)
  - (c) Sketch the structure of a multimedia document architecture. (6 marks)
  - (d) Produce a linear text and hypertext sketch. (4 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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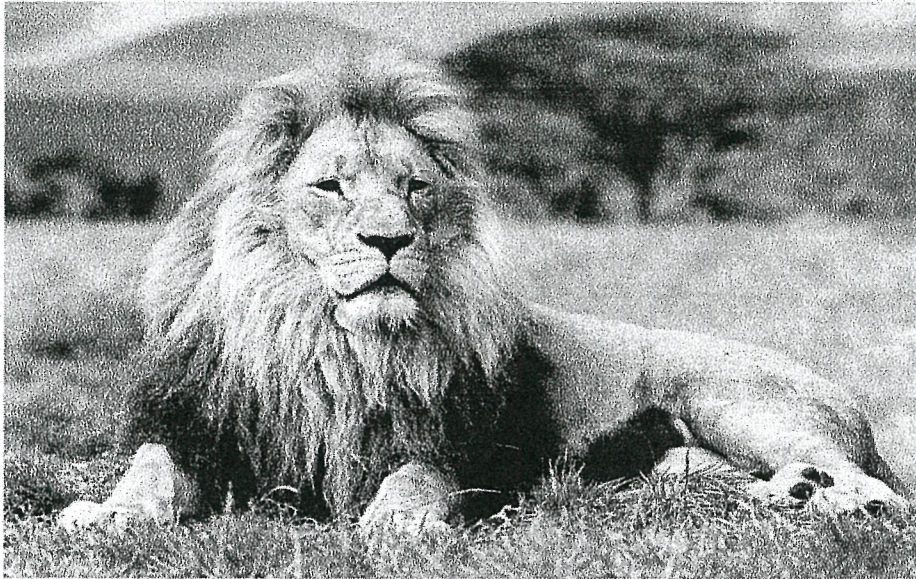


Figure Q1

Tom lives alone. He's suffering from depression having just lost his job.

Tom's friend Susan has noticed that something is wrong with Tom, but she's not sure how to reach out to him.

Susan downloads Heartline app onto her phone and adds Tom.

Periodically the app will remind Susan to check in on Tom.

Susan checks in with Tom and lets him know how much she cares about him.

Tom's is not lonely anymore and he is happier than before.

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Figure Q2