C 82649   (Pages : 3)   Name..

Reg. No...................................

SECOND SEMESTER B.VOC. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

Multimedia

SDC 2MM 05—MULTIMEDIA TOOLS AND TECHNIQUES

Time : Three Hours   Maximum : 80 Marks

Section A (Very Short Answer Questions)

Answer **all** *questions.*

1. ———————— refers to any type of application or presentation that involves more than one type of media, such as text, graphics, video, animation, and sound.

     a) An Executable File.   b) Desktop Publishing.

     c) Multimedia.   d) Hypertext.

2. Which image file type is best for photographs ?

     a) Vector.   b) Bitmap.

     c) Laser.   d) Postscript.

3. In which situation would you need to apply the Create Outlines command to text ?

     a) To use the text as a mask.

     b) To fill the text with a pattern.

     c) To embed the font into the file.

     d) To edit the individual vector paths.

4. You are preparing artwork for the Web. Which colour mode should you use to help prevent dithering ?

     a) LAB.   b) HSB.

     c) RGB.   d) CMYK.

5. A photo edit of shrinking is considered in the ——————— category of edits.

     a) Resize and Focus.   b) Enhancements and Layering.

     c) Colour.   d) Correction.

Turn over

6. What is the format used to save artwork for mobile devices that optimizes the graphic content.

   a) TIFF   b) PNG

   c) SVG   d) PDF

7. Which is a benefit of customizing the panels and menus settings in Photoshop ?

   a) You will use less RAM and speed up image processing.

   b) You will work more efficiently and reduce unnecessary monitor clutter.

   c) You will show that you are a professional and increase file compatibility.

   d) You will increase backwards compatibility and reduce scratch disk use.

8. Which is an advantage of using the Quick Selection Tool instead of the Magic Wand Tool ?

   a) You can set a Tolerance value.

   b) You can more easily add or subtract from the selection.

   c) You can more quickly isolate areas with non-uniform foreground or background colours.

   d) You can use the Refine Edge feature after creating the selection.

9. Which of the following isn't a type of Illustrator brush ?

   a) Scatter.   b) Calligraphic.

   c) Pattern.   d) Airbrush.

10. What happens when you choose the command Layer > Flatten image ?

   a) Layers within layer groups are merged into a single layer.

   b) All layers are made visible and then combined into the background layer.

   c) The active layer and all visible layers below it are combined into a single layer.

   d) All visible layers are combined into the background layer and hidden layers are discarded.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer any **eight** of the following.*
2 marks each.

11. What the different between RGB and CMYK Color models ?

12. Explain Lab and Gray Scale Color Models ?

13. How to use layers in Illustrator ?

14. How to achieve Black/White with Color Detail ?

15. How do you create an artistic border ?

16. What's the difference between the Healing Brush and the Spot Healing Brush ?

17. What is Extract Filter ?

18. Explain Lens Effects

19. What are Bitmap Image ?

20. What are the difference between lossless and loss compression

21. What are two types of Masking in Photoshop ? Explain each one ?

22. Explain Photoshop Filters ?

(8 × 2 = 16 marks)

Section C (Short Essay Questions)

Answer any **six** *of the following.*
4 marks each.

23. What are the Selection tools in Photoshop? Explain

24. Brief description about Vector image and Bitmap Image.

25. Explain file format ?

26. Explain editing and applying bitmaps ?

27. What is meant by saturated and unsaturated colors ?

28. What is essential difference between graphics and images ?

29. What are meant by transformation of graphical objects ?

30. What is layer Mask ? Write features of layer masks and clipping mask ?

31. Explain Audio Compression ?

(6 × 4 = 24 marks)

Section D (Essay Questions)

Answer any **two** *questions.*
15 marks each.

32. Short note on text formatting in Photoshop and illustrator

33. Social Media's backbone is multimedia. Explain the statement with example.

34. What is Multimedia ? Write application of multimedia.

35. What are the most common audio and video file types on the Web ? What are the pros and cons of each ?

(2 × 15 = 30 marks)