

QP Code : U24A062

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER B.Voc DEGREE EXAMINATION, November 2024

SDC1MM02 : Multimedia Tools & Techniques Part 1

2024 Admission Onwards

(Credits: 4)

Time : 2.5 Hours

Maximum Marks : 80

Section A

Short answer type carries 2 Marks each (Ceiling 25 Marks)

1. What is meant by "positive space" in visual design? [BTL1]
2. What is the definition of multimedia? [BTL2]
3. Describe the differences between serif and sans serif fonts. [BTL1]
4. What are the selection tools in image editing software? [BTL2]
5. Can you explain the difference between exporting a 3D model as a **.OBJ** file and a **.STL** file in Photoshop? [BTL2]
6. What is a "complementary color"? [BTL1]
7. What are the key components of multimedia? [BTL3]
8. Discuss the impact of typography on readability and viewer engagement. [BTL3]
9. Explain how layers are used in digital image editing. [BTL4]
10. How do the Dodge tool and Gradient tool differ in their effects on an image? [BTL4]
11. What is the difference between linear and nonlinear multimedia? [BTL3]
12. Can you list the differences between bitmap fonts and vector fonts? [BTL4]
13. Can you demonstrate how to use the toolbar to create a new document? [BTL5]
14. What are the steps to create a new workspace in Photoshop's interface? [BTL5]
15. Identify a recent design trend and explain its potential long-term effects on the industry. [BTL5]

Section B

Paragraph types carries 5 Marks each (Ceiling 35 Marks)

16. Analyze the benefits of collaboration between designers and clients in the design process. [BTL4]
17. Compare and contrast lossy and lossless compression techniques in digital media file formats. [BTL4]

Turn Over

18. If you were designing educational content, how would you use text design techniques to help maintain audience attention? [BTL3]
19. How would you use multimedia to enhance a classroom presentation on environmental conservation? [BTL3]
20. Discuss how visual metaphors can enhance communication in design. [BTL3]
21. Evaluate the effectiveness of using symbols and icons for navigation menus compared to text-based options. [BTL1]
22. How important was the invention of multimedia in the field of education? [BTL1]
23. Compare how unity and harmony work together versus how contrast can create visual interest. [BTL2]

Section C

Essay-type carries 10 Marks : Answer any two questions.

24. Describe the functionalities of the Marquee Tool, Clone Stamp Tool, and Magic Wand Tool in image editing software. What are their primary purposes? [BTL1]
25. Explain how pixel resolution affects the clarity and detail of an image. Include examples of different resolutions and their typical uses in digital media. [BTL2]
26. Describe a step-by-step process for creating a graphic using the Pen Tool, while setting and adjusting the foreground and background colors. Include specific examples of how color choices enhance the design. [BTL4]
27. Evaluate the effectiveness of the Transform Tools in enhancing image composition. Discuss the advantages and potential pitfalls of using these tools in digital design. [BTL5]

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