

SECOND SEMESTER B.Voc. DEGREE EXAMINATION, APRIL/MAY 2015**(CUCBCSS-UG)****Multimedia****SDC 2MM 05 – MULTIMEDIA TOOLS AND TECHNIQUES**

Time : Three Hours

Maximum : 80 Marks

Part A*Answer the following in a word I sentence.**1 mark each.*

1. Audio recorded at 44.1 kHz. 16- bit stored as digital information is called a :
(a) Buffer. (b) Sample.
(c) Byte. (d) Stream.
2. Which image file type is best for photographs?
(a) Vector. (b) Bitmap.
(c) Laser. (d) Postscript.
3. Which palette allows you to check what areas of your artwork are affected by transparency?
(a) Transparency palette. (b) Document Info palette.
(c) Graphic Styles palette.
4. Which can be used as a clipping mask object?
(a) All objects.
(b) Vector objects.
(c) Rasterized objects.
(d) Only rasterized objects with a transparent background
5. What is the location of the default settings that determine the resolution when complex mesh objects are rasterized?
(a) Create Gradient Mesh.
(b) Transparency Flatteners Presets.
(c) Document Raster Effects Settings.
(d) Art board settings in the Document Setup.

Turn over

6. You are preparing artwork for the Web. Which color mode should you use to help prevent dithering?
- (a) LAB. (b) HSB.
(c) RGB. (d) CMYK.
7. What is the format used to save artwork for mobile devices that optimizes the graphic content?
- (a) TIFF. (b) PNG.
(c) SVG. (d) PDF.
8. What is a symbol in Illustrator?
- (a) Any visual graphic created in your document.
(b) A special type of color swatch.
(c) An art object that you can reuse in a document.
(d) An interactive link found in a document.
9. What is the difference between raster and vector graphics?
- (a) Raster graphics use **CMYK**, while vector graphics use the **RGB**.
(b) Raster graphics are composed of pixels, while vector graphics are composed of path.
(c) Raster graphics are composed of swatches, while vector graphics are composed of arcs.
(d) Raster graphics can be exported, while vector graphics can only be saved.
10. When exporting as **BMP**, which three color mode options do you have? (Choose three.)
- (a) Bitmap. (b) CMYK.
(c) Grayscale. (d) RGB.

(10 x 1 = 10 marks)

Part B

*Give short answers to any **eight** of the following.
2 marks each.*

11. Write a brief note about **RM** file format.
12. What are Color Model?
13. Explain Additive & Subtractive Color Model.
14. What the different between **RGB** and **CMYK** Color models?
15. Explain Lab and Gray Scale Color Models.
16. How to select an object and work with the Control panel in Adobe Illustrator?
17. What is Third generation partnership project?

18. How to Unlock Background?
19. What is a Smart Object?
20. What is metadata?
21. What are the most popular streaming formats?
22. What is lossy compression?

(8 x 2 = 16 marks)

Part C

Give paragraph answers to any six of the following.

4 marks each.

23. What is Raster and Vector graphics?
24. Explain Photoshop Filters.
25. Explain Simple Audio Compression Methods.
26. Write a brief note about blending methods in Photoshop.
27. What are the elements of Multimedia Elements? Explain each one.
28. Explain MPEG.
29. Explain the terms Hue, Saturation and Brightness.
30. What are the Selection tools in Photoshop? Explain.
31. Brief description about Vector image and Bitmap Image.

(6 x 4 = 24 marks)

Part D

Write long essays to any two of the following.

15 marks each.

32. What are the most common audio and video file types on the Web? What are the pros and cons of each?
33. What are the multimedia elements? Explain each element.
34. How many types of Gradient in Photoshop? Explain each one.
35. Social Media's backbone is multimedia. Explain the statement with example.

(2 x 15 = 30 marks)