

OLLSCOIL NA hÉIREANN
The National University of Ireland

THE NATIONAL UNIVERSITY OF IRELAND, GALWAY

SEMESTER II EXAMINATIONS 2004

3rd and 4th BA (IT) - CT863
H. Dip, 1MF2 – CT411

INTERACTIVE MEDIA TECHNOLOGIES

Professor D. Bell
Professor G. Lyons
Dr. A. Brennan

Candidates are required to answer **Four** questions.

All questions carry equal marks.

Time allowed: **TWO** hours

- Q. 1
- Explain the difference between modality, channel and medium (use examples to illustrate your answer) (11)
 - Discuss the difference between old style, modern, slab serif, sans serif and decorative font types (use examples). (8)
 - Explain 4 of the following;
MIDI, Interactive Multimedia, Kerning, CODEC, Fresnel (6)
- Q. 2
- Discuss what is meant by Multimedia and the advantages/disadvantages and application areas of Multimedia. (10)
 - What is meant by copyright and discuss its relevance (9)
 - Explain 4 of the following terms;
Patent, RAID, 'quality of light', ADR, Keyframe (6)
- Q. 3
- What is a storyboard? Create a video storyboard of an event with a twist in the tale. Include no less than 5 diagrams. Include text and audio clues. (10)
 - Explain how hearing works. Use diagrams. (9)
 - Explain 4 of the following; (6)
CCD, 3-2 Pulldown, EDL, Shooting script, Parenthetical, Digital Master
- Q. 4
- What is meant by the following; "Sound is the heart and soul of a Multimedia production" (8)

- Briefly discuss the 3 primary elements of sound in a video. (6)
- What is meant by UCD ? and why is it important? (5)
- Explain 4 of the following; (6)
SMPTE, Asymmetric compression, Amplitude, Frequency, Sampling rate

- Q. 5
- Discuss the steps involved in the Digital Video and Firewire editing workflow? (9)
 - Compare and contrast the Ribbon, Condenser and Dynamic microphones. (8)
 - Explain 4 of the following terms;
Affective knowledge, Conative knowledge, Patent, Progressive scanning, Defacto standard (8)

- Q. 6
- Outline the differences and application areas of the following directional quality of microphones; Bi, Uni, Omni, Cardioid, Hypercardioid, Supercardioid (use illustrations). (10)
 - Compare the digitization of video in a computer to the digitization of video in a camera (outlining advantages and disadvantages). (9)
 - Explain 3 of the following; (6)
'Threshold of perception', Subliminal conditioning, Chunk, Slugline

- Q. 7
- What is meant by short term, long term and echoic memory? What techniques can be used to improve memory (discuss at least 4 such techniques). (11)
 - Discuss what is meant by NLP and VAK. (8)
 - Describe 3 of the following (6)
Performing rights license, Mechanical license, 'Gulf of Evaluation', Preloader