Academic Year:
Examination Period:

Module Leader: Barry Dean
Module No: UFCEKR-20-1
Title of Module: Media Technologies

Examination Date:
Examination Start time: 09:00
Duration of Examination: 3Hour(s) 00 Minutes

Instructions to Students: Answer any FOUR questions.

Materials supplied to the student will be:

Number of Examination Booklets (+ any continuation booklets as required) per Examination	1
Number of Pre-printed OMR (Multiple Choice Answer Sheet)	0
Number of sheets of Graph Paper size G3 (Normal)	0

Additional Instruction to Invigilators:

Calculators may be used subject to University regulations	Yes
Students allowed to keep Examination Question Paper	No
Material supplied by student allowed (must be collected with answer booklet) please specify:	No
Additional Specialised Material: *please insert details here or provide a separate sheet if required.*	

Treasury tags & adhesive triangles will be supplied as standard

UFCEKR-20-1

Media Technologies

Answer any FOUR of the following questions.

Q.1 (25 marks)

Discuss, with reference to associated software applications, the creative and technical processes involved in establishing a website.

Q.2 (25 marks)

Discuss, with examples and associated software applications, the creation, processing and deployment of audio and music (MIDI) in the context of multimedia.

Q.3 (25 marks)

  a) Explain the essential differences between a graphics construction file (e.g. a Photoshop .PSD file) and its associated .JPG exported file. (15 marks)

  b) The quality of a digital image can often be improved by applying anti-aliasing. Explain the basic principles of anti-aliasing an image. (10 marks)

Q.4 (25 marks)

    a) Identify the types and relative features in the selection of a digital camera. (15 marks)

    b) Discuss the essential changes in photography brought about by the digital era in comparison with traditional film-based photography. (10 marks)

Q.5 (25 marks)

Compare and contrast the essential features and content development process of VRML and 3DML.

Q.6 (25 marks)

Discuss the technical considerations and typical workflow process involved in capturing, editing and exporting a broadcast-quality video sequence in Adobe Premiere.