

CS325/FILM385AB Final Exam
December 13, 2006, 14:00 – 17:00, CL232

The final exam contributes 20 marks towards your final grade. This exam has 20 points divided over 2 types of questions. There is also 1 bonus mark. I value quality over quantity but you should at the same time write enough to show me that you understand the concepts. We have 3 hours for this exam, which is 180 minutes or 9 minutes per mark. **WRITE ALL YOUR ANSWERS IN THE EXAM BOOKLET.** If you are not sure how to interpret a question, make your assumptions clear in your response – I won't clarify questions during the exam.

SHORT ANSWER (8 x 1 mark). Try to be concise in about 3 sentences each.

1. What is YUV and why is it important?
2. How can the average person produce multimedia? What choices can he or she make to get his or her message out without buying the latest hardware and software? Are these options readily available?
3. What are the tradeoffs between bitmapped and vector graphics?
4. What does non-linearity enable in multimedia production?
5. What are SVG and SMIL? What is common between them and why is that important (or not)?
6. Why is image/video compression important, and what two approaches can be used?
7. Connect the two uses of “dithering” discussed in class.
8. Why did Manovich think that programmability was the defining feature of new media?

LONGISH ANSWER (3 x 4 marks). You should be able to write a page side about each of these. Please take some time to plan your answers.

1. What was common between our guest speakers' topics that they were invited to class? Choose one of them and consider how their work fit into our class work and discussions.
2. From the multimedia examples presented in class, choose one technology and one application or content and discuss them in the context of our class. What implications might they have for future multimedia, etc.?
3. Discuss the theme of discrete versus continuous across the different parts of the class material. Does it have implications for multimedia production?

BONUS QUESTION: How many people were there when we agreed to this bonus question?