

Review for Exam #2

NOTE: This review sheet is **not** intended to replace your lecture/lab notes or doing the assigned readings, nor should it be an excuse for poor study habits. This document is provided as a “service” to assist students in their preparation for the exam so that they can face **Friday (30 June 2000, 1:30–2:45pm)** feeling confident and ready!

1. **Identify, define and/or explain the “4 Laws of Gestalt” in graphic design:**
 - similarity
 - continuance
 - proximity
 - common fate
2. **What are the 5 factors influencing “figure vs. ground” recognition?**
 - symmetry
 - convexity
 - area
 - meaning
 - orientation
3. **Identify, define and/or discuss the 4 “suggestions” of good graphic design:**
 - contrast
 - balance
 - rhythm
 - unity
4. **What is the difference between “bitmapped” and “vector-drawn” graphics?**
5. **Define and be able to explain the significance of the following:**
 - screen resolution
 - color palettes
 - bit depth
 - dithering
 - interpolation
 - anti-aliasing
 - gif vs. jpeg vs. png
 - interlacing
 - “jaggies”
6. **When discussing aspects of sound, what is generally understood when pointing out the difference between *frequency*, *amplitude* and *octave*?**
7. **Identify, define and/or be able to explain the significance of the following:**
 - MIDI
 - digital audio
 - downsampling
 - aiff vs. wav vs. au
 - “clipping”
 - “streaming” technology
8. **What changes were brought about by the Copyright Law of 1976 and what are the advantages of registering your copyright?**
9. **Be able to identify and/or explain the significance of:**
 - Fair Use
 - Public Domain
 - Work for Hire
 - Broadcast Music, Inc.
 - Written Releases
 - American Society for Composers, Artists & Publishers
10. **What are the advantages and disadvantages of Digital Video? How does digital video differ from desktop video?**
11. **Be able to explain the difference between *lossless compression* and *lossy compression*. What are their respective advantages and disadvantages?**
12. **Identify and/or define the following:**
 - JPEG
 - Interframe compression
 - MPEG
 - *QuickTime*

13. What are the 3 “video variables regarding video usage in a multimedia title?
- image size
 - image color
 - image movement
14. What are the three (3) primary criteria of the multimedia interface?
- usability
 - visual communication & aesthetics
 - functionality
15. When discussing Human Interface Design (HDI), why is it that computer programmers and graphic designers have such widely varied opinions? What are the major differences and what would be the elements of collaborative design?
16. Be able to identify and explain the following general HDI principles:
- metaphors
 - “see-&-point”
 - WYSIWYG
 - keep user informed
 - stable environment
 - user manipulation
 - consistency
 - user control
 - users make mistakes
 - aesthetic integrity
17. When modeling interactive design what is the significance of focusing on the statement, “What makes for a compelling and satisfying user experience?”
18. Identify the 3 points of the interactive “spiral” and explain their significance:
- interest (attracting the user)
 - resolution (providing the answer)
 - activity (user interaction)
19. What is meant by the statement, “Clicking on buttons is NOT interaction, it’s only button clicking ... Interactions is having a meaningful experience with a dynamic, personalized program.”
20. Based largely upon the group presentations of chapter summaries from our textbook, be able to address any one (1) of the following essay questions—be sure to illustrate your discussion with plenty of good examples!
- A) *What "interactivity" factors must a multimedia designer take into consideration when creating a multimedia title for specific audiences? How does this relate to the creation of educational and/or informational multimedia?*
- B) *How can a multimedia designer create a more interactive multimedia environment for promotional and/or public relation purposes? What about entertainment environments? How would such interactive environments affect the user's multimedia experience?*
- C) *When designing a personal, commercial or informational website, what benefit would accrue from making the site interactive and easy to navigate? How would interactive design decisions affect "sales flow"? What is the ultimate goal of many commercial websites and what steps are typically taken for which type of "customer" in order to realize this goal?*