

Question 11 (1 mark)

How could a .wav file be optimised for use on the web?

1

The .wav file can be converted to a different, smaller file type such as MIDI or MP3 for quicker download.

Question 12 (2 marks)

Compare downloading and streaming video.

2

Downloading video requires the user to wait until the entire video is downloaded to view it. Streaming video is more convenient in the fact that the user can view ~~parts~~ <sup>downloaded</sup> parts of the video ~~as~~ as it's being downloaded.

Question 13 (2 marks)

What are the advantages of using cascading style sheets when developing websites?

A cascading style sheet allows greater consistency throughout the website by linking pages to it, rather than individually formatting. This provides an indifference between the formatting, and promotes consistency.

It is also much faster and efficient within larger web ~~pages~~ sites as ~~it~~ <sup>text</sup> be all over the site can be formatted at once.

Question 14 (3 marks)

Identify TWO types of video compression and describe an advantage of each.

The .MP4 compression type for video is widely recognised and supported on most phones, operating systems and many others. It will function on most devices, whereas other video types may require more specific, ~~the~~ such as .WMV for Windows.

The .3GP compression type suitable for most phones provides video at a much smaller file size than .MP4, allowing users to store more, especially on smaller devices such as a phone.

Question 15 (3 marks)

Discuss the suitability of using vector and bitmapped images in a multimedia presentation. 3

Bitmapped images are less suitable in most presentations as the detail can result in an enormous file size, or large in most cases. This is a problem with online presentation where the bitmapped image must be downloaded, taking extra time and internet download wages.

~~The~~ Vector images use a much lower file size and are suitable where it can be used (vector images cannot be ~~use~~ photographs as there are no lines or curves to formulate, in most cases) and on the internet, providing a smaller image capable of being zoomed to ridiculous amounts before losing detail and becoming pixelated, unlike bitmapped and other types of images. Vector images are more suitable when usable and when a smaller file size or higher zoom is used. Bitmap is more suitable where the pixel-per-pixel detail is required and file size is not too much of an issue, which is NOT the case for online presentations.

Vector images can zoom without losing detail because the mathematical formulas being used to generate the lines, curves or vectors do not lose detail when zoomed.

Question 16 (4 marks)

Describe the procedures that need to be followed by a web designer when constructing a website. 4

The web designer must first find the aim of the website, the target audience and the type of information going to be displayed. The web designer then can ~~and~~ create the website to meet the clients wants and needs while remaining suitable for the target audience and type of information. The web developer must regularly meet with the client to discuss the progress and receive feedback ~~and~~ regarding the website, the good and bad, things to change and to improve on. Various elements of the site must be tested and maintained even after the website is published to ensure a bug/glitch ~~and~~ free and secure website.