

**Question 11** (1 mark)

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

1

reducing file size and bitdepth will allow a smaller wav file therefore quicker and easier to use on the internet.

**Question 12** (2 marks)

Compare downloading and streaming video.

2

Downloading video means storing large amount of data which effects needs for hardware such as large Harddrives. Streaming video does not save files to the computer is easily accessible and does not strain hardware as the original file does not need to be downloaded. ~~however~~ and can be easily watch over the internet.

**Question 13** (2 marks)

What are the advantages of using cascading style sheets when developing websites? 2

\* There are many advantages of using a cascading style sheet (CSS) when developing a webpage. CSS sheets allow a universal look of the webpage saving colours, text and basic layout. This allows ease of creation of a cohesively styled webpage making it look professional and well designed.

**Question 14** (3 marks)

Identify TWO types of video compression and describe an advantage of each. 3

Mp4 is a compressed movie file which is lossy therefore creates a smaller file size but reduces video quality. This is good for internet movies and can be easily played.

Avi files are one highly compressed movie files largely used as they are easily downloadable and have relatively low storage requirements.

They require specialised video software to play but are good for quick downloadability.

Vector - scaling, drawing  
- more  
Bit - pixelate.  
- non detailed.

**Question 15** (3 marks)

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

Vector images are based on mathematical equations meaning they have an algorithm determining layout. This means when expanded vector images will not lose quality. These images are best for simple line drawing and are great for images that may need to be resized.

Bitmapped images work by storing bits on location of pixels and colour. These images when resize may lose clarity and become pixelated. These images are best used for detailed pictures but must be used carefully to ensure no pixelation occurs to keep a quality to the multimedia project.

UP / DS / C /  
P  
RR

**Question 16** (4 marks)

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

4

The procedure for web design follows various steps. First the web designer must understand what the website requirements are and its target market through research. Then the planning stages with ~~some~~ content, as they break down - structure, layout, multimedia and <sup>time</sup> management elements etc. Once planning is done the web designer will begin to put together the website incorporating the planning and requirements. They must create the page, take graphics, insert text, make video and animation elements. Once this is complete the webpage can be made through incorporation of the elements. The next step is testing and evaluating seeing if the page suits need and reaches target audience. Once this is done the webpage is finished but still must be upkeep and maintained.