Question 11 (1 mark)

How could a .wav file be optimised for use on the web?   **1**

Wav file can be optimised on the web as it helps with audio files.

Question 12 (2 marks)

Compare downloading and streaming video.   **2**

Downloading a video can then be saved into your computer. These downloads then get saved in the correct file type. Streaming video does not get saved to your computer. The streaming of videos stays on the internet and takes a lot long to view than a video which has been downloaded.

Question 13 (2 marks)

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

When developing a website cascading style sheets are an advantage to a business because the management staff and other staff member can view it easy. The graphics can be displayed clearily, so that they look like the real image.

Question 14 (3 marks)

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

Two types of video compressions are Codec and Gif format. Codec compression made the video smaller by decompressing the amount of pixels and reducing the amount of pixels in the file. Gif format only uses 8 bit colour (256 colours), but it is a lossless format can so detail is not reduced. Both types are an advantage when trying to compress videos, but Gif is more advantagous as the original image is not lost. As codec decompression may be slightly different to the original.

Question 15 (3 marks)

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

A bitmapped image is one composed of pixels. This means that there is a relationship between the graphics on the screen and the bits in memory. Bit mapped images can be very large, but can be compressed down to a small file size. The suitability of using both a vector and bit mapped image in a Multimedia presentation is that images compressed down into small file sizes, while the data is identical to the original image. The graphics is still has a suitability on the presentation.

Question 16 (4 marks)

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

When constructing a website designers need to follow procedures. These procedures include creating a storyboard, which makes the web design easier. Producers such as organise the computer system/ multimedia system used to produce the final product. By following correct procedures the website will look great for the web designer and also the web designer will be more organised. Simple procedures such as collecting the data - by using video, cameras, organising the data - storyboard and scripts, producing the data - importing collected data into applications and presentations. Storing and retriving data - lossless and lossy compression.