**Question 11** (1 mark)

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

By compressing the .wav file to an
-mp3 file and reducing its size
for download.

**Question 12** (2 marks)

Compare downloading and streaming video.                                    2

Streaming relies heavily an bandwidth
and frames of the video are downloaded
and discarded in small amounts to give
the impression of the full video. In
comparison to downloading the entire video
which would likely take longer, but
the user would be able to save, the video
                                                                                    rewatch

**Question 13** (2 marks)

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

The advantages are that with a CSS design, the website can have consistancy in design throughout and the website can be attractive in order to appeal to a large audience who can interact personally with the website

**Question 14** (3 marks)

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

Lossy video compression is <ins>can be</ins> ~~when~~ achieved by 'zipping' de video in order to compress <ins>files</ins> ~~and~~. It makes the $ file smaller and quicker to download and transfer, by removing information (zip) and then restoring it using special programs to (unzip) and retain the ~~data~~. video

Lossless video compression is when no data or quality is lost and an advantage is that the original file is still comprised of the same information and no data is lost.

**Question 15** (3 marks)

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

3

Both vector and bitmapped images are suitable for multimedia presentations. The advantage of a bitmapped image is that it is smaller in file size than a vector, but it can become pixelated if enlarged.

A vector image has its advantages also as it can be enlarged without being pixelated and it does not have to be a square image, like a bitmap and can contain many shapes due to its mathematical properties.

**Question 16** (4 marks)

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

There are a number of different steps involved when designining and constructing a website. Research is (primary & secondary) extremely important and must be conducted to ensure that the creation personal all laws and legislations involving aspects such as copyright and intellectual property is not breached. The designer needs to desing desside if he/she is going to use an automated program or if they are going to use coding e.g HTML. The designer needs to ensure that no ethical or social wrongdoings take place involving aspects such as misuse of information or rudeness are used on the website. Only then, can they should they obtain a domain name and find a host for their website.