



SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER ONE
END OF SEMESTER EXAMINATION
ALTERNATE EXAM

COURSE CODE : DIG105
COURSE TITLE : Introduction to Digital Media
LECTURER(S) : Clendon Biscette
DATE :
TIME :
DURATION : 2 Hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

INSTRUCTIONS: This exam consists of THREE (3) sections. You are required to choose and attempt TWO (2) questions from each section. Each question has 2 parts. Read each question carefully before attempting to answer it. All writing will be done on the writing papers provided.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

SECTION A:

Choose and answer ONLY TWO (2) questions from this section.

Question 1.

- a) Describe the three types of content distribution channels: owned, earned, and paid media, and provide an example for each type. (12 Marks)
- b) Explain how these types of media can overlap to create an effective content distribution strategy. (8 Marks)

Question 2.

- a) Identify two challenges that content developers may face when using digital content distribution systems. (8 Marks)
- b) Propose possible solutions that content developers could use to overcome these challenges. (12 Marks)

Question 3.

- a) Differentiate between RGB and CMYK color modes. (8 Marks)
- b) Provide an example of when it is more appropriate to use each color mode in a project and explain why. (12 Marks)

TOTAL: 20 MARKS

SECTION B:

Choose and answer ONLY TWO (2) questions from this section.

Question 4.

- a) Consider some of the techniques used during the production phase to make a video interesting and unique. Provide at least three techniques and explain their impact. (12 Marks)
- b) If you were directing a scene that needed to evoke suspense, describe in detail four production techniques you would use to achieve this effect and explain why they are effective. (8 Marks)

Question 5.

- a) Describe the difference between a close-up shot, a wide shot, and a medium shot. How does each shot contribute to storytelling? Provide specific examples for each shot type. (12 Marks)
- b) Imagine you are filming a conversation between two characters. Describe TWO (2) different camera angles and shots you would use to convey the emotions of the scene and explain how each shot contributes to the storytelling. (8 Marks)

Question 6.

- a) Describe the difference between compressed and uncompressed digital audio formats and give an example of each. (12 Marks)
- b) Imagine you are producing an audio track for professional studio-quality sound. Which type of audio format would you use and why? (8 Marks)

TOTAL: 20 MARKS

SECTION C:

Choose and answer ONLY TWO (2) questions from this section.

Question 7.

- a) Describe the traditional "one-to-many" model of mass communication and compare it to the "many-to-many" model enabled by the Internet. Provide detailed descriptions for both models. (10 Marks)
- b) Provide at least one example of how the shift to a many-to-many model has affected content distribution and audience interaction, including detailed explanations of the changes. (10 Marks)

Question 8.

- a) Explain what a video codec is and its role in the digital video formats. (12 Marks)
- b) If you are working with a video that must be streamed over a slow internet connection, which video format and codec would you choose to ensure smooth playback, and why? (8 Marks)

Question 9.

- a) How has the Internet changed the way media content is created and distributed? Provide at least three specific changes with detailed explanations. (12 Marks)
- b) Discuss the challenges that arise in terms of source credibility and accuracy in online content and provide detailed comparisons to traditional media. (8 Marks)

TOTAL: 20 MARKS