



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

COURSE CODE : DIG105
COURSE TITLE : Introduction to Digital Media
LECTURER(S) : Clendon Biscette
DATE : Thursday 19th 2024
TIME : 1:00pm
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. Define what a content distribution system is and explain how it acts as a bridge between the content provider and the end-user. (8 Marks)
- b. Discuss the importance of CDS in today's digital age. Provide an example to illustrate the changes that have occurred in content distribution over time. (12 Marks)

Question 2.

- a. Compare and contrast digital distribution platforms used for content, in video games and music. (12 Marks)
- b. Describe how a new independent musician might leverage digital distribution platforms to reach a global audience. (8 Marks)

Question 3.

- a. Describe the difference between raster and vector images and explain how each type affects image quality and file size. (12 Marks)
- b. If you are designing a billboard, which image format would you use and why? Justify your choice by discussing the pros and cons of raster versus vector images. (8 Marks)

TOTAL: 20 MARKS

SECTION B:

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

Question 4.

- a. Describe the three phases of video production: pre-production, production, and post-production. Include the key activities that take place in each phase. (12 Marks)
- b. Imagine you are creating a short film. Provide detailed examples of tasks you would complete in each of these phases, focusing on how these tasks contribute to the overall production. (8 Marks)

Question 5.

- a. Explain the importance of storyboarding during the pre-production phase. How does it help the production team? Provide at least three reasons to support your answer. (10 Marks)

- b. Create a brief 6-scene storyboard for a commercial promoting a new smartphone. Include descriptions and specify the camera angles you use for each scene. (10 Marks)

Question 6.

- 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. (10 Marks)
- b. If you were directing a scene that needed to evoke suspense, describe in detail three production techniques you would use to achieve this effect and explain why they are effective. (10 Marks)

TOTAL: 20 MARKS

SECTION C:

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

Question 7.

- a. Explain the concept of media convergence and how the Internet has influenced it. Include at least two examples of how different media have converged because of the Internet. (10 Marks)
- b. Discuss the impact of media convergence on traditional media industries, providing detailed explanations of how at least two specific industries have adapted. (10 Marks)

Question 8.

- a. Discuss the concept of digital rights and how they relate to traditional human rights. Provide at least three examples of digital rights with detailed explanations. (10 Marks)
- b. Explain the role of copyright and intellectual property laws in digital content development and why they are important for content creators, including detailed reasons for their significance. (10 Marks)

Question 9.

- a. Define the *digital divide* and explain how it affects people's ability to participate in digital content development. Provide a thorough explanation of its impact. (12 Marks)
- b. Provide TWO (2) examples of initiatives or strategies that could help bridge the digital divide and discuss their potential impact in detail. (8 Marks)

TOTAL: 20 MARKS