1. **What is multimedia?** Why is a slide show with an accompanying sound track (e.g., the typical PowerPoint presentation) **not** an example of multimedia?

2. **What is interactivity?** What does it provide to the user?

3. **Vannevar Bush’s MEMEX** was a proposed machine that linked information in what way? What are the pro’s and con’s of this information linking/storage/retrieval structure? What is the popular formulation of today’s MEMEX-like system? What are its inherent weaknesses?

4. **What is communication?** What are the two components of language? Is iconic representation a form of language?

5. How does a “programming language” differ from a “human language”? How do these differences relate to the design of multimedia/interactive systems?

6. We have stated that a key requirement of a multimedia/interactive system that it must improve upon the competing non-interactive service delivery (e.g., using an interactive/multimedia system should be easier/better than using a non-interactive/multimedia system. How and why would a multimedia/interactive system that provided computer-based instruction in American History and Government be better than reading a textbook? (think about learning styles in addition to other factors)

7. **Human memory** can be thought of as a series of storage and processes. What are the three storage types? How do they work? What factors help (or hinder) the three processes? What are the implications for multimedia/interactive system design?
8. What are five components of system usability? What are design strategies for achieving each?

9. Using the task-centered approach of interactive system design, wrote a one-sentence problem statement for a design regarding an interactive movie ticket purchasing machine; assume a single theatre, 6 movies (Movie1, Movie2, ...), Matinee & non-Matinee times/prices, age-based pricing; age-restrictive ratings.

Now, sketch out the basics screen by screen with assumptions (e.g., linking to info contained in a particular database) briefly noted as we did in class regarding the train ticket purchasing scenario.

10. Know the concepts of reduction, regularization, & combination as well as be able to identify examples of each and know some techniques for achieving each.

11. Know some general uses of visual stimuli/visual communications; be aware of the general text usage rules and the reasons behind the rules.

12. Know/be able to describe the three main types of windows as well as appropriate usage of each; likewise for buttons/icons. What is the difference between an icon & a button?

13. Be able to identify really bad interface implementations when you see them (and you will)

14. What is Nelson's Rule of Design?