

# MM 350 Final Exam Review Guide

## General Information

The exam is mixed format with a combination of some multiple-choice and more short-answer, problem-solving types of questions. Topics covered may include the scientific method and epistemology, interpreting scientific writing, communication theory (and communication models), cognitive theory, interface design and human factors, and graphic design theory.

## Vocabulary

variable (dependent, independent)	Fields of Experience
hypothesis	Prior Knowledge
control versus treatment	Working Memory
sample size	Long-term Memory
methodology	Perception
results	7 +/- 2
discussion	Human Factors
Communication Models	Transparency in Interface Design
Laswell, Shannon & Weaver,	Directness in I.D.
Schramm, Berlo	Balance (Radial, Symmetric, etc)
Interference (Noise)	Golden Ratio
Feedback	Rule of Thirds
Encoding, Decoding	Movement (in an image)

## Objectives

Construct a model of multimedia communication that incorporates multiple channels of communication (graphics, text, video, and so forth), asynchronous communication, noise, feedback, and any other elements you think are important. Explain how your model works.

Given a description of some research design, identify the important variables and identify weaknesses in the design.

Explain basic rules of interface design and suggest theoretical bases for them when such seem applicable.

Describe relationships between the ideas presented in various fields, and how these ideas and their relationships might help answer questions in multimedia design and development.

In general, reflect on the topics discussed over the term and look for ways to apply them to the business of improving your practice as a designer and developer of multimedia.