

C-3748

Sub. Code

83513

B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. What are the types of Communication?
3. List any four communication models.
4. What is two-step flow theory?
5. What is connotation?
6. What does color red represent in psychology?
7. What is sensory perception?
8. Name the two pioneers of semiotics.

9. State difference between Advertising and Publicity.
10. What are the types of mass media?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Briefly explain the process of communication.

Or

- (b) What are the barriers in communication?

12. (a) Explain White's Gate keeping model of communication.

Or

- (b) State the various levels of communication.

13. (a) Describe the semiotic landscape.

Or

- (b) Briefly explain the design process in visual communication.

14. (a) What is the role of culture in communication?

Or

- (b) Explain the paradigmatic and syntagmatic aspects of signs.

15. (a) What are the functions of mass media?

Or

- (b) Explain hypodermic needle model.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the challenges in mass communication.

Or

- (b) Examine the implications of intercultural communication.

17. (a) Throw light on the changing trends in global media.

Or

- (b) Elaborate on Color psychology along with the research, growth and trends from a global perspective.

18. (a) Examine the relative merits of various mass media in India.

Or

- (b) Explain the uses and gratifications theory of communication with examples.
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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

DESIGN FUNDAMENTALS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name the basic elements of design.
2. Can we visualize a word as drawing?
3. List the attributes of colour.
4. State the importance of additive model.
5. What are the various colour schemes available?
6. Define typeface classifications.
7. What is grid?
8. Name the important parts of a page layout.

9. Mention the types of layouts.
10. How many stages are there in design process?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the basic principles of design

Or

- (b) How do you identify a good design?

12. (a) Elaborate the basics of colour theory.

Or

- (b) Briefly explain the attributes of colour.

13. (a) Write about the fundamental colour theory.

Or

- (b) Explain any two models of colour psychology.

14. (a) How do you select appropriate fonts for newspaper design?

Or

- (b) Explain the changing trends in graphics

15. (a) Explain the role of grids and layout in a design

Or

- (b) Elaborate on the types of perspective views.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Present a complete overview of various factors involved in designing.

Or

- (b) Elaborate on the process of developing creativity in design.

17. (a) Examine the various print design layouts with suitable examples.

Or

- (b) Review the importance of colour theories in design.

18. (a) Write an overview of colour psychology with suitable examples.

Or

- (b) Explain the design process for bringing a multi-colour brochure in detail.
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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

WEB DESIGNING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Expand HTML?
2. What is web transition?
3. Define document
4. Define grid system
5. What is digital wire frame?
6. What is layout?
7. What is logo?
8. Write about selection tools

9. What is Hue?
10. What is styling table?

Part B (5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write about different optimization techniques
Or
(b) Write the steps of designing the body content?
12. (a) Write about the layer techniques
Or
(b) List the different types of font
13. (a) How can we use HTML?
Or
(b) Write a note on site management
14. (a) What are the difficulties in creating a web page?
Or
(b) What are the benefits of adding an email subscribe?
15. (a) Write the uses of magic wand tool
Or
(b) Discuss the salient features of CSS

Part C (3 × 10 = 30)

Answer **all** questions, either (a) or (b).

16. (a) Elaborate on the CSS selectors
Or
(b) Explain about CSS sprites and CSS reset.

17. (a) Explain the steps in creating your own web page.

Or

(b) How will you add Google fonts to the websites?

18. (a) Elaborate on site management

Or

(b) Elaborate on clipping masks.

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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

DIGITAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on Raw file format.
2. Write a note on pixel on photography.
3. What do you mean by rule of third?
4. What is light temperature?
5. Differentiate Zoom lens and Normal lens in 35 mm photography.
6. Comment on ISO.
7. Differentiate back light and background light.

8. Write a note on polarizer and types.
9. What do you mean exposure?
10. What is layer in image editing software

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write any three important stages of development in the history of photography.

Or

- (b) Write the importance of handling camera safety and gently.

12. (a) Explain the composition with an example.

Or

- (b) Explain the light temperature with examples.

13. (a) Differentiate the umbrella light and soft box light.

Or

- (b) Write the advantages of using tripod in photography.

14. (a) Explain the importance of key light in three point lighting.

Or

- (b) Illustrate the method of taking environmental portrait.

15. (a) Write the role of photo filters in image editing software.

Or

- (b) Write the advantages of using filters in photography.

Part C (3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Discuss the method of making memorable moments in photography.

Or

- (b) Explain the types of image file formats and their uses in various situations.

17. (a) Write the advantages of using available light in photography.

Or

- (b) Illustrate the three point lighting and explain the role of each light.

18. (a) Discuss the ethics to be followed while editing the picture in photography.

Or

- (b) Explain the nuance in the digital photography with an example.

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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

INTERACTIVE ANIMATION TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention any two animation software.
2. Define stage.
3. What is the use of gradient tool?
4. What is stop motion?
5. What is a layer in graphic design?
6. Define Animation.
7. What is banner design?
8. What is blur?
9. What is hand coding?
10. What is the use of labels?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What is workspace? Explain the components of the flash workspace.

Or

- (b) What is meant by property inspector? Explain.

12. (a) What is In-betweening frames? Explain.

Or

- (b) Differentiate the concept of key frame and wire frame.

13. (a) Write in detail about the bitmap and vector graphics and its difference.

Or

- (b) How to select multiple frames in flash? Explain the process.

14. (a) Define and explain the role of graphic symbol in animation.

Or

- (b) Explain the steps in adding and animating the caption in Adobe.

15. (a) What is transition in Animation and its uses?

Or

- (b) Write a note on Animation properties pane.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Elaborate discuss the steps of previewing and publishing a movie.

Or

- (b) What are the basic tools for creating shapes and changing shape contour? Explain.

17. (a) What are the five types of animation? Explain the four basic techniques used in animation.

Or

- (b) Explain masking and the steps involved in creating buttons.

18. (a) What is Action script 3.0? Discuss the script terminology and its advantages.

Or

- (b) How do you make an interactive recipe book? Discuss the steps through animation software.

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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

PRE PRODUCTION AND SHOOTING TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why do we need script?
2. Define story board.
3. What is the use of high angle?
4. Mention the basic camera angle.
5. What is 30 degree rule?
6. Define Aesthetics.
7. Expand TLR and DSLR.
8. What is deep focus?

9. What is SFX?
10. What is Rough Editing?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What is synopsis? Explain.
Or
(b) Define and explain the importance of planning budget.
12. (a) What is the difference between a dolly shot and a tracking shot?
Or
(b) Explain Dutch Angle and over the shoulder shots with examples.
13. (a) What is blocking and why is it important?
Or
(b) Explain the term shot composition.
14. (a) Comment on different types of storage format.
Or
(b) Define Depth of field and its types.
15. (a) What does Re-recording for film signify Explain.
Or
(b) What is the difference between voice over and dubbing?

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) How do you define character? What is character in the story? Explain the types of character.

Or

- (b) What are the guidelines for writing story? Explain the steps in detail.

17. (a) Elaborately discuss the essential camera shots, angles and movements in film making.

Or

- (b) Define light and explain the various sources of lighting and three point lighting.

18. (a) Comment on Lens characteristics, functions and its types.

Or

- (b) What is editing? Explain the process of adding visual and audio sound effects with suitable reference.

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B.Sc. DEGREE EXAMINATION
MEDIA TECHNOLOGY
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Third Semester
2D GRAPHICS AND ANIMATION
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Give any two examples for traditional animation.
2. What does anticipation in animation mean?
3. What do you mean by hinging symbols?
4. Write a short note on onion skin.
5. What is story board?
6. Write any two types of transitions.
7. What is OSS shot?
8. Tell about run cycle.

9. What is lip sync?
10. Name any two animation softwares.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain about the follow through and overlapping actions.

Or

- (b) Explain about arcs in detail.

12. (a) Describe about the role of anatomy in animation films.

Or

- (b) Write your views about action and dialog.

13. (a) Differentiate between POV shot an OSS shot.

Or

- (b) List out the role of transitions in animation films.

14. (a) Elaborate about rigging and sketch a character.

Or

- (b) Explain about panning and zooming.

15. (a) Express your views about the visual aesthetics in animation films.

Or

- (b) Explain about the demo reel creation process.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain about the principles of animation.

Or

- (b) Discuss about the 2D animation concepts.

17. (a) Discuss the various camera shots.

Or

- (b) Demonstrate the FBF animation process and sketch a few frames.

18. (a) Explain about the role of 2D animation in Tamil cinema for visual story telling.

Or

- (b) “2D animation is cost effective in film production than any other forms” – comment on this quote.

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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

NON LINEAR EDITING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is editing?
2. What is workspace?
3. Define sequence.
4. What is clip?
5. Write about the uses of title card.
6. Define preview window.
7. What is dragging?
8. What is effect?

9. Define rendering.
10. Write any four video format names.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write about nonlinear editing process.

Or

(b) Write a note on three point editing.
12. (a) Discuss in detail about various types of Transition cuts.

Or

(b) What are the basic tools used in a editing software?
13. (a) Outline the basics of transition concept briefly.

Or

(b) Highlight the features of sequence setting.
14. (a) Differentiate between offline and online editing.

Or

(b) Define and explain contrast cut.
15. (a) Briefly discuss about rendering audio.

Or

(b) Write about various timeline menus.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain about trimming techniques in detail.

Or

- (b) Describe about story board edit techniques in detail.

17. (a) Distinguish between linear and non-linear editing methodology.

Or

- (b) Explain the basics of rendering and rendering qualities.

18. (a) Discuss about any three video editing software.

Or

- (b) Explain audio editing software used in media.

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B.Sc. DEGREE EXAMINATION

MEDIA TECHNOLOGY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ADVANCED ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is line-surface?
2. Name the perspective views.
3. What is muscle study?
4. List the facial features.
5. What is aesthetic appeal?
6. List the character types.
7. Define target audience.
8. What is overlays?

9. What is animation?
10. What do you mean by mood?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the essentials of drawing human anatomy.

Or

- (b) Differentiate between drawing male body and female body proportions.

12. (a) How do you draw body muscles in profile view?

Or

- (b) Briefly explain the principles of drawing hands and feet in various angles.

13. (a) Explain the essentials of drawing a distinct personality.

Or

- (b) What steps would you follow in drawing humorous characters?

14. (a) How do you draw a character in various action poses?

Or

- (b) Briefly explain the basics of drawing a location in different lightings.

15. (a) Elaborate on drawing four leg walks.

Or

- (b) Explain the basics of drawing extremes, break-ups and in-betweens.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Examine the details of drawing arm and leg muscles with suitable examples.

Or

- (b) Elaborate on the techniques available for drawing figures in different perspectives.

17. (a) Examine the challenges of drawing heads in different angles.

Or

- (b) Elaborate on developing a character in front, side and back views proportionately.

18. (a) Examine the challenges of drawing 3D animation sequences with examples.

Or

- (b) Elaborate on the essentials of drawing visual representation of an idea, design and mood.
