

C-1530

Sub. Code

83811

M.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Multimedia

INTRODUCTION TO COMMUNICATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Short answer questions with no choice.

1. What is work of Receiver in communication process?
2. Explain the importance of Ad Creativity in every design.
3. Define Feedback and it's importance in communication process.
4. Explain briefly about Short films.
5. What are News values?
6. Explain about Journalism.
7. Write briefly about Broadcasting.
8. Define E- Banking and mention it's uses.
9. What is Digital Media? Explain in detail.
10. Write short note on Social Networking.

Part B

(5 × 5 = 25)

Brief answer with either or type.

11. (a) Write about the nature and scope of human communication.

Or

- (b) “The pioneers of cinema” - Discuss.

12. (a) What are the building blocks of multimedia? Explain.

Or

- (b) Discuss about the early experiments in television.

13. (a) Explain about the ethics of broadcasting in Television and Radio.

Or

- (b) Elucidate the representation of mass media in society.

14. (a) Discuss about the representation and media portrayals of girls and women.

Or

- (b) How documentaries are helpful for making changes in social system? Explain.

15. (a) Comment on New media and its uses.

Or

- (b) Explain the usage of digital media in Education, give examples.

Part C

(3 × 10 = 30)

Essay type questions of either or type.

16. (a) Explain about Western models of communication.

Or

- (b) What is Interactive communication? How does it differ from mass communication?

17. (a) Discuss about film and film censorship in India.

Or

- (b) What has been the role of 'Advertising' and 'Product placements' in television programming? Explain.

18. (a) Describe the role of creative department in advertising agency.

Or

- (b) What do you understand by 'Intellectual property Rights' in the context of broadcasting? Whose 'rights' do they refer to?

C-1531

Sub. Code

83812

M.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Multimedia

VISUAL PRESENTATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is digital story telling?
2. Define form.
3. What is achromatic colour scheme?
4. Define complementary colours.
5. What is a chart?
6. Define vector graphics
7. Mention the different balances in design.
8. What is a brochure?
9. What is a grid?
10. What is info graphics?

Part B**(5 × 5 = 25)**Answer **all** questions, choosing either (a) or (b).

(Brief answers)

11. (a) State the characteristics of a good design.

Or

- (b) Explain the importance of creativity.

12. (a) Explain warm colours and cool colours with examples.

Or

- (b) Explain the importance of colour wheel.

13. (a) Differentiate between baseline and mean line.

Or

- (b) Briefly explain typeface classification.

14. (a) Explain role of grids in design.

Or

- (b) What is grid? Discuss its importance in design.

15. (a) Explain the concept of storytelling in different ways.

Or

- (b) Describe the techniques and types of animation briefly.

Part C

(3 × 10 = 30)

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

16. (a) What is creativity? State the fundamental and importance of creativity briefly.

Or

- (b) Explain colour psychology and discuss the same in detail with examples.

17. (a) Explain in detail about colour schemes with examples.

Or

- (b) Explain in detail the stages of design process.

18. (a) Explain in detail about typeface classification.

Or

- (b) Describe the various forms of slide layout in detail.

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Sub. Code

83813

M.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Multimedia

GRAPHIC DESIGNING

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Short answer question with no choice.

1. What is Pagination?
2. What is Type?
3. Explain about Design.
4. Define Interface and its importance in software.
5. What is Frame? Explain
6. Brief about RGB and it's purpose.
7. What is typography?
8. What is Preflight? Explain.
9. What is Mesh tool, explain its uses?
10. What are Master pages? Explain it's importance in Indesign.

Part B

(5 × 5 = 25)

Brief answer with either or type.

11. (a) What is bleed, slug and margin? Explain its uses.

Or

- (b) Drawing plays an important role in graphic designing- Explain its importance.

12. (a) What are steps to be followed before designing a logo?

Or

- (b) State the uses and features of blend tool.

13. (a) Define Preflight. Write about its uses.

Or

- (b) How do you change transparency effect without changing the opacity value of an object? Explain.

14. (a) What are the advantages of using Indesign for digital publication? Explain.

Or

- (b) Explain about Colour, Stroke and Gradient with its purposes.

15. (a) State the purpose of using selection and direct tool for designing.

Or

- (b) What is Clipping mask? Explain its uses.

Part C

(3 × 10 = 30)

Essay type questions of either or type.

16. (a) Layout enhances the usual appearance of design. Describe the different types of layout.

Or

- (b) Elaborate the methods and techniques of a design.
17. (a) Define about raster and vector file formats. Explain their uses in detail.

Or

- (b) Design a poster for 'Save child' - Justify in detail.
18. (a) Explain colour wheel and it's uses.

Or

- (b) Define Printing. Distinguish between RGB and CMYK and explain it's uses.
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C-1533

Sub. Code

83814

M.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Multimedia

SCRIPTING AND STORY BOARDING

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Short answer questions with no choice:

1. Write Short note on Script writing for Product?
2. Write about the production pipeline?
3. What is Extreme long shot?
4. How will you design a prop for your story?
5. What are the short panels?
6. What is an extreme close-up shot?
7. Write about Shot panels?
8. Difference between Script and screenplay
9. What is story boarding?
10. Different Staging techniques used in storyboarding.

Part B

(5 × 5 = 25)

Brief Answer with either or type :

11. (a) Explain Why Planning of Budget is important in Filmmaking?

Or

- (b) Explain the structure of writing Script for films.

12. (a) Explain about different Camera movements.

Or

- (b) Explain how would you represent a character personality by sketching.

13. (a) What is exterior and interior shot? Explain with example.

Or

- (b) Explain how to create a detailed Script.

14. (a) Explain briefly about the shot and scene.

Or

- (b) Explain how would you create ideas for making a story.

15. (a) Explain the importance of staging techniques for an individual shot.

Or

- (b) What are the script and storyboard explain?

Part C

(3 × 10 = 30)

Essay type questions of either or type:

16. (a) Explain briefly about Storyboarding and scriptwriting.

Or

- (b) Explain about composition and their usage to enhance a shot.

17. (a) Explain briefly how storyboard is helpful in filmmaking.

Or

- (b) Explain about story writing for a documentary.

18. (a) Explain briefly about three-act Structure.

Or

- (b) Explain briefly about one line script and their use.
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