B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Animation

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Visual Communication

2.   Kinesics

3.   SMCR

4.   Model

5.   Illusion

6.   Neutral Colors

7.   Codes

8.   Global Media

9.   Convergence Media

10. Propaganda

Part B (5 × 5 = 25)

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

11. (a) Write a short note on Body Language.

Or

(b) What are the levels of Communication?

12. (a) Bring out the difference between Connotation and Denotation with examples.

Or

(b) Elucidate the relation between Culture and Communication.

13. (a) Mention the functions of Mass Communication in brief.

Or

(b) A picture is worth a thousand words-Explain.

14. (a) Sketch down Laswell's model of Communication and explain.

Or

(b) Write a note on the basic color system.

15. (a) What are the pros and cons of social media usage among youth?

Or

(b) Discuss about the paradigmatic and syntagmatic aspects of sign.

2

Part C $(3 \times 10 = 30)$

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

16. (a) Explain in detail about the various Barriers of Communication with examples.

Or

(b) Discuss on the impact of Global Media on developed countries.

17. (a) Write in detail about semiotics.

Or

(b) Write a note on

(i) Hypodermic needle model

(ii) Publicity, Propaganda, PR

18. (a) Explain SMCR model in detail.

Or

(b) Give a detail note on the various types of Non verbal Communication.

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3

C–5098

C–5099		Sub. Code
		83214

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Animation

FUNDAMENTALS OF ART

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Line

2. Core shadow

3. Eyelevel

4. Perspective drawing

5. Foreshortening

6. RGB

7. Color contrast

8. Graphite

9. Kneaded eraser

10. Station point

Part B   (5 × 5 = 25)

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

11. (a) Write a short note on different types of surface.

Or

(b) Define line. What are the different types of lines.

12. (a) Bring out the difference between horizontal line and eyelevel with illustrations.

Or

(b) Write a note on Visual Perception.

13. (a) Mention the significance of ellipses and perspective in cylindrical forms.

Or

(b) Sketch down few stick figures signifying various actions.

14. (a) How secondary colours evolve from primary colours? Explain.

Or

(b) Write a note on the components of colors.

15. (a) Explain the types of inks and suitable surfaces for drawings.

Or

(b) Write a short note on sketchbook.

C–5099

Part C (3 × 10 = 30)

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

16. (a) Line and shape emphasize aesthetic drawing-Discuss.

Or

(b) Distinguish aerial perspective and linear perspective What are the different types of linear perspective

17. (a) Sketch down a human figure. What are the essential steps involved.

Or

(b) Visual Perception creates illusions in drawings-Explain.

18. (a) Explain Graphite, Charcoal Pastels, Conte, Silverpoints.

Or

(b) Give a detail note on the Color Wheel with pictorial representation.

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3

C–5099

C–2135		Sub. Code
		83223/82823

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Animation

DESIGN STUDY

(Common for B.Sc. Animation/B.Sc. (GA and D))

(2019–onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

Define the following :

1. Brainstorming.

2. Concept Designer.

3. Cool Colors.

4. Monochromatic colors.

5. Calligraphy.

6. Strokes.

7. Optical Character Recognition.

8. Asymmetrical design.

9. Composite Grids.

10. Pagination.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is action-centric design?

Or

(b) Define sustainable designs.

12. (a) What is the hue of a color?

Or

(b) Explain the essential uses of Blend modes in digital image editing.

13. (a) Define Calligraphy.

Or

(b) When is a PNG file used?

14. (a) What is adaptive design in machine design?

Or

(b) How negative space becomes the focal point of a logo design?

15. (a) Name the element and mention its importance the empty space between the edges of the format and the content.

Or

(b) Define Gutter Width.

2 **C–2135**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the differences between architectural and structural drawings? Explain.

Or

(b) How creative designs struggles with product design? Explain.

17. (a) Write an essay on the five main color schemes that allow designers to achieve harmony in their designs.

Or

(b) What are the differences between computer graphics and image processing in design industry? Explain the ethical ways to work in image manipulation.

18. (a) Give two ideas to design both symmetrical and asymmetrical brochures and wedding invitations.

Or

(b) How to grab attention with a design? Explain the elements from the top right corner elements to innovative FOMO concepts.

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C–2135

C–2136	**Sub. Code**
	83224

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Animation

DIGITAL DESIGN TECHNIQUES

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

Define the following :

1.   Vector graphics.

2.   PNG.

3.   Visualization.

4.   Bit Rate.

5.   Image Compression.

6.   Image Segmentation.

7.   Balance.

8.   Digital Painting.

9.   3D Printer.

10.   Kinetic Art.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is digital painting?

Or

(b) Raster graphics used for what purpose?

12. (a) Explain the processes involved in analog and digital image processing.

Or

(b) Define Artistic Effects.

13. (a) What is called as a Binary lmage?

Or

(b) Define 16-bit color format.

14. (a) What do you mean by contrast in design?

Or

(b) Explain how Minimalist art which encourages more personal interaction and emotional response among viewers.

15. (a) Dematerialization of the art object - Explain the conceptual idea of Lucy Lippard.

Or

(b) Explain the need and emergence of lithography after the industrial revolution.

2 **C–2136**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How to convert a hand-drawn illustration into a digital graphic design? Explain.

Or

(b) Explain how the following digital illustrations are made:

(i) Caricature .

(ii) Cartoon.

(iii) Comics.

(iv) Line Art.

17. (a) Narrate the history of digital image processing from early 1920s.

Or

(b) Explain spatial abasing and anti-aliasing.

18. (a) Use of repetition in industrial designs and art will give a unique rhythm - Justify.

Or

(b) Write a brief history of graphic design from pictographs to 3D printing.

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3 **C–2136**

C–5100		Sub. Code
		83232

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Animation

ADVANCED ART FOR ANIMATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Visualizing

2.   Facial expressions

3.   Poses

4.   Gesture

5.   Anatomy

6.   Proportion

7.   Avatar

8.   Model sheets

9.   Illustration

10. Story board

Part B (5 × 5 = 25)

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

11. (a) Write a short note on essential drawing skills.

Or

(b) Elucidate the importance of portrait drawing.

12. (a) Define Gesture drawing. Mention the various gestures.

Or

(b) Brief down the various scribbling techniques.

13. (a) Write a short note on human anatomy.

Or

(b) Discuss about the grid formula and illustrate.

14. (a) Write a note on facial expression for animation.

Or

(b) "Visualizing you avatar can create an animated character"–Justify.

15. (a) Sketch a story board for a social awareness video.

Or

(b) Mention the significance of drawing figures in animation.

C–5100

Part C (3 × 10 = 30)

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

16. (a) Explain in detail how you can draw images into paper from your memory.

Or

(b) Sketch the various facial expression in animation.

17. (a) Give a detailed note on drawing for animation.

Or

(b) Distinguish between human anatomy vs animal anatomy.

18. (a) "Character creation involves drawing personalities of one self "– Justify.

Or

(b) Explain about dynamic sketching using simulations.

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3

C–5101

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Animation

2D AND EXPERIMENTAL ANIMATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Animation

2.   CGI

3.   Claymation

4.   Motion capture

5.   Story board

6.   Animatics

7.   Face expression

8.   Body language

9.   Staging

10.   Uncanny valley

Part B $(5 \times 5 = 25)$

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

11. (a) Write a note on forms of animation.

    Or

    (b) Discuss the history of animation.

12. (a) Write a short note on cell animation.

    Or

    (b) Trace the evolution of animation technology.

13. (a) Elucidate the importance of animated short films.

    Or

    (b) Discuss the importance of story board in animation.

14. (a) How will you identify the essential poses of the action for a character?

    Or

    (b) "Character attracts the viewers"–Justify.

15. (a) List out any three principles of animation.

    Or

    (b) "Story boarding helps to figure out the process of the story in a preproduction phase"–Justify.

2 C–5101

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Trace the history of animation and discuss the role of animator in media production.

Or

(b) Describe the evolution of animation technology along with its types.

17. (a) "Animation as a story telling medium" comment on the quote.

Or

(b) Distinguish between traditional and experimental story telling methods.

18. (a) Discuss the role of character in animation and explain the process of character formation.

Or

(b) Discuss the principles of animation with illustrations.

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C–5101

C–5102		Sub. Code
		83234

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Animation

FILM LANGUAGE AND APPRECIATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Semiotics

2.   Surrealism

3.   Narrative form

4.   Mise-en-scene

5.   Story boarding

6.   Script

7.   Close up

8.   Cinematography

9.   Rough cut

10.   Dubbing

Part B $(5 \times 5 = 25)$

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

11. (a) Write a short note on characteristics of film.

Or

(b) Discuss about soviet montage films.

12. (a) Elucidate the importance of film grammar.

Or

(b) Discuss about the role of cinematographer in film making.

13. (a) Describe the preproduction stage in film making.

Or

(b) Distinguish between story and screenplay.

14. (a) Write a note on Camera movements.

Or

(b) Discuss the 180 degree rule.

15. (a) "Editor is the first audience in the movie" - Comment.

Or

(b) Write a short note on Rhythm cut.

Part C $(3 \times 10 = 30)$

Answer **all** the questions.

16. (a) Discuss about the film theories and their evolution.

Or

(b) Explain the various forms of films in detail.

2

C–5102

17. (a) Discuss in detail the stages of production.

Or

(b) Explain the types of camera angles with illustrations.

18. (a) Explain the post production process in film making.

Or

(b) "Director is the caption of a movie" - Justify.

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C–5102

C–5103		Sub. Code
		83242

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Animation

3D MODELING AND TEXTURING

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Modeling

2. Geometry

3. Character modeling

4. View port

5. Natural light

6. Shadows

7. Texture

8. Hypershade

9. Rendering

10. 3 point lighting.

Part B (5 × 5 = 25)

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

11. (a) Discuss about the stages of modeling.

Or

(b) Give a brief note on automated tools.

12. (a) Bring out the significance of environment modeling.

Or

(b) What is a mesh? Discuss its role in modeling.

13. (a) Compare natural light with artificial light.

Or

(b) "Light and color is present everywhere" - Justify.

14. (a) What is texturing? List out any two softwares for texturing.

Or

(b) Write a short note on UV layout optimization.

15. (a) Discuss the role of light in 3D animation.

Or

(b) Mention the process of rendering in animation.

C–5103

Part C (3 × 10 = 30)

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

16. (a) Discuss the detailed process of achieving complex shapes using primitive shapes. Illustrate with examples.

Or

(b) Explain the process of designing a character. Sketch the final character.

17. (a) Explain the basics of lighting.

Or

(b) Give a detailed note on texture effects. List out any five such effects.

18. (a) List out any three compositing software along with layout and work flow.

Or

(b) "Animated movies have tend to dominate the market" - Justify.

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C–5104	Sub. Code
	83243

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Animation

ADVANCED ANIMATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** the questions.

1. Rigging.

2. Defamers.

3. IK.

4. Character rigging.

5. UI.

6. Graph editor.

7. Posing.

8. Gesture.

9. Tracking.

10. Mention any two animation software.

Part B $(5 \times 5 = 25)$

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

11. (a) Write a short note on Robot rigging.

Or

(b) Elucidate the importance of parenting in animation.

12. (a) Mention the significance of character rigging in animation.

Or

(b) Discuss the procedure in setting up spine for a character.

13. (a) "3 D animation has dominated the entire computer graphics industry". Justify.

Or

(b) Write a short note on squash and stretch with illustration.

14. (a) Distinguish between posing and gesture.

Or

(b) Brief down the walk cycles in animation.

15. (a) Discuss the importance of camera in animation.

Or

(b) How will you handle camera in multiple scene? Give examples.

2 **C–5104**

Part C (3 × 10 = 30)

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

16. (a) Explain the tools and techniques of rigging.

Or

(b) Discuss about character rigging in detail with examples.

17. (a) Discuss about the UI of Maya and sketch few illustrations with explanations.

Or

(b) Explain the principles of animation.

18. (a) Sketch the walk cycle for any animal of your choice with the descriptions for the same.

Or

(b) "CGI have predominated the Hollywood industry" – Explain.

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3 **C–5104**

C–5105	Sub. Code
	83251/82851/ 83051/83351/82951

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

(Common for Animation/ Game art and Design/ Graphic Design/Photography/Visual effects)

BUSINESS OF MEDIA

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Business

2.   Private sector

3.   Customer

4.   Co-operatives

5.   Stakeholders

6.   Owners

7.   Macro economies

8.   Employees

9.   Production

10. Entrepreneurship

Part B (5 × 5 = 25)

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

11. (a) Write the types of Business organization.

Or

(b) What is Franchises? Give a detail account on it.

12. (a) What are the ways to structure a business?

Or

(b) Explain the pros and cons of different structure.

13. (a) Define Stakeholders? Write notes on Pressures on business.

Or

(b) Write briefly about the characteristics of stakeholders.

14. (a) Write short notes on objective of Business studies.

Or

(b) Brief on marketing strategies.

15. (a) Write the importance of Business communication

Or

(b) What are the Dos of public relations personnel to maintain healthy media relations?

2 C–5105

Part C (3 × 10 = 30)

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

16. (a) How private and public sector influencing the profit of business? Explain.

Or

(b) Write the importance o organizational structure.

17. (a) Give detail account on Internal and External Stakeholders.

Or

(b) Write about the production and operations management in business.

18. (a) Describe macro and micro economics.

Or

(b) Explain the social responsibilities of entrepreneur.

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C–5105

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

(Common for Animation/ Game art and Design/ Graphic Design/Photography/Visual effects)

PORTFOLIO AND PRESENTATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Value Proposition

2.   Personal Branding

3.   Custom Logo

4.   Blogs

5.   PowerPoint presentation

6.   Stylesheet

7.   User Interface

8.   Targot market

9.   YouTube Channel

10.   Portfolio Risk and Return

Part B   (5 × 5 = 25)

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

11. (a) Write about any particular career based portfolio designs

Or

(b) How will you include social media channels into portfolio? Explain

12. (a) What would a digital portfolio be used for?

Or

(b) Write should a digital portfolio include?

13. (a) Why presentation skills training is needed for everyone.

Or

(b) Write about the importance of diction in presentation.

14. (a) What is the purpose of a business card

Or

(b) Give a sketch of a brochure cum business advertisement for any product of your own choice.

15. (a) What is portfolio strategy?

Or

(b) Write about the deadline for a portfolio campaign, and explain how it works.

2   **C–5106**

Part C (3 × 10 = 30)

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

16. (a) Write an essay on the different types of portfolio for various fields.

Or

(b) Write a detailed essay on working portfolio and its practice in India.

17. (a) What is the role of teacher in creating E-portfolios for students? Emphasis the earning and leading towards the awareness to the students

Or

(b) Why is a book cover the most important part of a book? Explain from a presentation perspective

18. (a) Write an essay on the types of social media advertisement with different online platform groups.

Or

(b) Explain the following key elements of portfolio management

    (i) Asset Allocation

    (ii) Diversification

    (iii) Rebalancing

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3 **C–5106**