

**C-5107**

**Sub. Code**

**82813**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**Game Art and Design**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What makes good visual communication?
2. What is perception?
3. What are communication symbols?
4. What is semantic?
5. What is mass media?
6. Write about levels of communication.
7. Define narrative representation.
8. What is associative technique?
9. Write about design execution.
10. Write about global media.

**Part B**

(5 × 5 = 25)

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

(Brief answer)

11. (a) Describe communication as process.

Or

- (b) Write about posters.

12. (a) Write about Lasswell's model.

Or

- (b) Describe levels of communication.

13. (a) Write about design process.

Or

- (b) Write about syntagmatic aspects of sign.

14. (a) Write about denotation culture.

Or

- (b) Describe multi-cultural content.

15. (a) Describe print media.

Or

- (b) Describe digital media.

**Part C**

(3 × 10 = 30)

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

(Essay Type)

16. (a) Explain in detail about barriers to communication.

Or

- (b) Explain about traditional media.

17. (a) Describe SMCR communication model.

Or

(b) Write about whites gatekeeper theory.

18. (a) Explain visual thinking.

Or

(b) Write about semiotics.

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**C-5108**

**Sub. Code**

**82814**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.**

**First Semester**

**Game Art and Design**

**FUNDAMENTALS AND HISTORY OF ART**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define surface limits.
2. What is repeated image?
3. What is cylindrical form?
4. What is one point view?
5. What is proportion?
6. Write about foreshortening.
7. Define saturation.
8. What is color wheel?
9. Write about Warli painting.
10. Write about bronze art.

**Part B**

(5 × 5 = 25)

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

(Brief answers)

11. (a) What is geometric structure?  
Or  
(b) Write about shading.
12. (a) Write about vanishing point.  
Or  
(b) Write about picture plane.
13. (a) Write about line of action.  
Or  
(b) Write about stick figure.
14. (a) What is tertiary color?  
Or  
(b) Write about color contrast.
15. (a) Write about Expressionism.  
Or  
(b) Explain Neoclassicism.

**Part C**

(3 × 10 = 30)

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

(Essay type)

16. (a) Compare linear and aerial perspective.  
Or  
(b) How is body parts simplified into 2D shapes?

17. (a) Write about Mughal miniature.

Or

(b) Write about Japanese woodblock painting.

18. (a) Describe about Ajanta and Ellora cave painting.

Or

(b) Describe foreshortening.

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<b>C-2135</b>
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<b>Sub. Code</b>
<b>83223/82823</b>

**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 × 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.



**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.

**C-5109**

**Sub. Code**

**82832**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Game Art and Design**

**3D – DIGITAL ART FOR GAMES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about blocking.
2. What is detailing?
3. What are core modelling techniques used in games?
4. Write about static meshes.
5. Classify topology.
6. Write about body mesh.
7. Define bump map.
8. Write about handmade texture effects.
9. What is interface?
10. Write about inspector panel.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe shaping.

Or

(b) Write about sculpt geometry.

12. (a) Write about transfer maps.

Or

(b) Describe kit bashing.

13. (a) Write about texturing.

Or

(b) Describe vehicle modelling basics.

14. (a) Describe unwrapping techniques.

Or

(b) Write about diffuse map.

15. (a) Describe place detail.

Or

(b) Explain about paint texture.

**Part C**

(3 × 10 = 30)

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

(Essay type)

16. (a) Describe automated tools for faster results.

Or

(b) Describe stages of modelling.

17. (a) Describe polygon modelling.

Or

(b) Describe vehicle creation for games.

18. (a) Describe texture pipeline.

Or

(b) Describe shader development in hypershade.

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**C-5110**

**Sub. Code**

**82833**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Game Art and Design**

**DESIGN AND COMMUNICATION FOR GAME DESIGN**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about 2D art.
2. What are 2D game assets?
3. What is graphical user interface?
4. Write about controls interactivity.
5. What is particle system?
6. Write about 2D character.
7. Write about importance of prototyping.
8. What are tiles?
9. Write about building settings.
10. Write about publishing assets references.

**Part B**

(5 × 5 = 25)

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

11. (a) Write about 2D games.

Or

- (b) Describe sprite editor.

12. (a) Write about heads-up display.

Or

- (b) Describe game controls.

13. (a) Write about thaumatrope.

Or

- (b) Describe principles of animation.

14. (a) Describe prototyping.

Or

- (b) Write about triggers.

15. (a) Write about profiling.

Or

- (b) Describe about reverb zone.

**Part C**

(3 × 10 = 30)

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

16. (a) Describe the process involved in creation of 2D game assets.

Or

- (b) Describe information presentation.

17. (a) Describe about menus and non-traditional controls.

Or

(b) Describe about sprites and backgrounds.

18. (a) Describe sound scripting.

Or

(b) Describe about optimizing.

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**C-5111**

**Sub. Code**

**82834**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Game Art and design**

**GAME PRODUCTION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define game designer.
2. What are skills required for publisher or developer?
3. What is team communication?
4. Write about team profile.
5. List puzzle characteristics.
6. Write about pattern recognition.
7. Write about interactive form of story.
8. List the types of stories.
9. Write about game as art.
10. Write about marketing.



**Part B**

(5 × 5 = 25)

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

(brief answer)

11. (a) How original ideas are pitched?

Or

- (b) Describe selling ideas to the game industry.

12. (a) Write about developers team.

Or

- (b) Describe about perspective of designer.

13. (a) Write about constraints on game design.

Or

- (b) Describe puzzle design.

14. (a) Describe about the fun in storytelling.

Or

- (b) Write about depth of a story.

15. (a) Write about series games.

Or

- (b) Describe about game as a teaching tool.

**Part C**

(3 × 10 = 30)

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

(essay type)

16. (a) Describe game development career choices.

Or

- (b) Write about skills required for publisher or developer.

17. (a) Describe about publishers team.

Or

(b) Describe logic exploration.

18. (a) Describe lateral thinking and optimizing.

Or

(b) Describe alpha, beta and gold milestones.

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**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?

**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 of 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-5106**

**Sub. Code**

**83252/82852/83052/  
83352/82952**

**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. Target 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.

**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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