

C-5145

Sub. Code

83513

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Media Technology

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define visual communication.
2. What is the meaning of communication?
3. Expand SMCR
4. What is a concept?
5. What is denotation?
6. What are the primary colours?
7. What is feedback?
8. Who propagated Semiotics?
9. State the functions of mass media.
10. Define publicity.

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain the importance of visual communication.

Or

- (b) Explain the types of communication.

12. (a) Explain Shramm's circular model of communication.

Or

- (b) State the various levels of communication.

13. (a) Describe the signs and symbols in semiotic landscape.

Or

- (b) Briefly explain the narrative representation in visual communication.

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

Or

- (b) Explain the nature of public opinion and communication.

15. (a) What are the barriers in mass communication?

Or

- (b) Differentiate between advertising, publicity and propaganda.

Part C

(3 × 10 = 30)

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

16. (a) Explain White's gate-keeping theory of communication.

Or

- (b) Examine the implications of intercultural communication.

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

Or

- (b) highlight the importance of colour psychology with a global perspective.

18. (a) Examine the relative merits of print and electronic media.

Or

- (b) Explain the merits and demerits of uses and gratifications theory.

C-5146

Sub. Code

83514

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Media Technology

DESIGN FUNDAMENTALS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by design?
2. What is visualization?
3. List the secondary colours.
4. State the importance of colour blending.
5. What is typography?
6. What is typeface classification?
7. What is layout?
8. Name the importance of grid.
9. What do you mean by perspective?
10. How many stages are there in design process?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Illustrate the basics of design.

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

Or

- (b) Briefly explain the attributes of colour psychology.

13. (a) Write about the typeface anatomy and measurements.

Or

- (b) Explain the importance of graphics in design.

14. (a) Elaborate on grid system and templates.

Or

- (b) Explain the various types of layouts.

15. (a) Explain the types of perspective views.

Or

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

Part C

(3 × 10 = 30)

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

16. (a) Examine the fundamentals of developing creativity in design.

Or

- (b) Explain the new perspectives in typography with suitable examples.

17. (a) How do you integrate colour and design theories in the development of design and production?

Or

- (b) Review the latest trends in design layouts with suitable examples.

18. (a) Explain the technical and conceptual skills required for a good designer.

Or

- (b) Explain the design process for bringing a tabloid newspaper in detail.

C-2155

Sub. Code

83523

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Media technology

WEB DESIGNING

(2019 - onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define layout
2. Write a short note on Grid system.
3. What do you mean by Hue and Saturation?
4. List out few prominent software for web designing.
5. How is layer useful in web designing?
6. Comment on ID attributes.
7. What do you mean by formatting?
8. What is span tag?
9. Give your views about navigator bar.
10. Expand CSS.

Part B**(5 × 5 = 25)**Answer **all** questions

11. (a) Explain about any two image editing software that can be used in web designing.

Or

- (b) How will you create a layout in web design and bring out the types of websites?
12. (a) What do you mean by a banner and briefly explain how will you create it?

Or

- (b) Explain about gradient fill and how does it help in creating an appealing web page.
13. (a) What is HTML? Mention few tags that are used in formatting.

Or

- (b) Explain about the role of CSS in web designing.
14. (a) Describe about site management process.

Or

- (b) What do you mean by floating elements?
15. (a) Explain in creating styles for navigation menu.

Or

- (b) What is the role of typography in web site creation?

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain the various essential elements that make a web page.

Or

- (b) Explain the various tools used in image manipulation.

17. (a) Discuss about the slicing tool and sketch a sample web page.

Or

- (b) Compare the HTML and CSS in web site creation.

18. (a) “Choice of color make a web page unique” – Comment your views.

Or

- (b) Discuss the checklist for the creation of a web page.

C-2156

Sub. Code

83524

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Media Technology

DIGITAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on Camera.
2. Write any two image file format.
3. What do you mean by composition?
4. Write a note on light temperature.
5. Differentiate Cool light and Halogen light.
6. Why ultra wide lenses are called as fish eye lens?
7. Comment on Snoot.
8. Write a short note on environmental portrait.
9. What do you mean by layer in image editing software?
10. What is colour balance?

Part B $(5 \times 5 = 25)$ Answer **all** questions

11. (a) How do you handle the camera in a function?
Or
(b) Give reasons to celebrate World Photography Day on August 19th.
12. (a) Write the importance of light for photography.
Or
(b) Explain the rule of third with an illustration.
13. (a) Explain the advantages of using Zoom Lenses.
Or
(b) Explain the exposure triangle.
14. (a) Explain the three point lighting with an illustration.
Or
(b) Write a note on reflectors.
15. (a) Explain the Hue/Saturation with an example.
Or
(b) Explain the Vibrance in photo editing.

Part C $(3 \times 10 = 30)$ Answer **all** questions

16. (a) Discuss the techniques to take good photo in the digital age.
Or
(b) Arrangement of Visual elements pleasing to our eye is Composition – Explain.

17. (a) Explain the types of lenses in 35mm photography with examples.

Or

- (b) Explain the types of filters used in photography.

18. (a) Discuss the trends in album design in the digital age.

Or

- (b) Digital Photography reduces the learning curve as well as suspense in the learning process. Explain.
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C-5147

Sub. Code

83532

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Media Technology

INTERACTIVE ANIMATION TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on timeline.
2. What is key frame?
3. How to group objects in Adobe animation?
4. Write a short note on gradient tool.
5. What is the tool panel in work area?
6. Comment on layers in animation.
7. What is shape tween?
8. Define - symbols.
9. What is blur filter?
10. Write a short note on masking.

Part B

(5 × 5 = 25)

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

11. (a) What are the stage properties available in the work area for designing?

Or

- (b) What is the use of a properties inspector? How will you use it efficiently in designing?

12. (a) Write brief note on strokes, self and shapes in animation.

Or

- (b) Differentiate brush tool and paint tool.

13. (a) Discuss about steps involved in animation.

Or

- (b) Write a brief note on the difference between classic tween and frame by frame animation.

14. (a) List the advantages of symbols in animation.

Or

- (b) Illustrate the process of banner advertisement in animation.

15. (a) Describe the masking process and the uses of masking in brief.

Or

- (b) Scripting, Makes designing organized — Justify.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write the importance of knowing work area by explaining the properties of work area.

Or

- (b) How will you use the various graphic designing tools efficiently for animation?

17. (a) Illustrate the step by step process involved in frame by frame animation with diagram.

Or

- (b) How do you create a 20 Seconds animated PSA? Explain with step by step process.

18. (a) How to create an animation caption for any commercial programs explain with diagram?

Or

- (b) Explain about action script 3.0 in detail.

C-5148

Sub. Code

83533

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Media Technology

PRE PRODUCTION AND SHOOTING TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on synopsis.
2. What is storyboard?
3. Write short note on camera angle.
4. What is medium shot?
5. Write short note on rule of third.
6. What is key light?
7. What is shutter speed?
8. What is filter in camera?
9. What is rough editing?
10. Write short note on dubbing.

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on one line script and the usage of one line script.

Or

- (b) Write down the importance of Budget planning in brief.

12. (a) Illustrate the different camera movement in brief.

Or

- (b) Write a brief note on close-up shot long shot and list their usage.

13. (a) Write a brief note on camera blocking and its importance in video production.

Or

- (b) Discuss about the three point lighting.

14. (a) Describe the following in brief:

- (i) Aperture
- (ii) Shutter speed
- (iii) ISO

Or

- (b) What are the different types of storage formats?

15. (a) Differentiate rough editing and final editing.

Or

- (b) Write a brief note on mixing audio tracks.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the important steps one should remember while writing a script for video production?

Or

- (b) Illustrate the step by step process of pre production stage in detail.

17. (a) Write a detailed note on shot composition and the role of shot composition in video production.

Or

- (b) Illustrate the parts of DSLR camera and explain each part in detail with diagram.

18. (a) Write a detailed note on role of editing in post production process.

Or

- (b) Explain the different audio exporting medium formats in detail.

C-5149

Sub. Code

83534

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Media Technology

2D GRAPHICS AND ANIMATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is anticipation in animation?
2. Write short notes on arcs.
3. Write short note on tweening.
4. What is slug line?
5. What is storyboard?
6. Define - long shot.
7. What is onion skin in animation?
8. Write short note on rigging.
9. What is animation demo reel?
10. How to import audio in micro media flash?

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on the traditional animation process.

Or

- (b) Write a brief note on given principles of animation.
(i) stretch and squash
(ii) follow through and overlapping action.

12. (a) List the importance of script in animation production.

Or

- (b) Write a brief note on anatomy of screenplay.

13. (a) Write a brief note on basic camera shots.

Or

- (b) Discuss about camera transitions.

14. (a) What is frame by frame animation?

Or

- (b) How to create cartoon vehicles loop animation using tween?

15. (a) Write a brief note on audio elements importing and managing audio files.

Or

- (b) Describe the basic cartoon phonetics and vocalization.

Part C

(3 × 10 = 30)

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

16. (a) How to produce an animation project by following principles of animation? Explain in detail.

Or

- (b) Write down the importance of storyboard especially for animation production – Explain with suitable example.
17. (a) Illustrate the process of creating different camera moves in animation production. Explain.

Or

- (b) Discuss about the animation production process of any commercial advertisement by using loop animation tween.
18. (a) Write a detailed note on character animation How do dissecting body parts into separate symbols made in character animation?

Or

- (b) Elaborate the process of creating and editing Sound effects specially for animation programs.

C-5152

Sub. Code

83551

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Media Technology

MOTION GRAPHICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on layer.
2. Write a note on project window.
3. What is meant by rotation?
4. What is attribute scale?
5. Comment on Track maker.
6. Write a note on masking
7. Differentiate mp3 and mp4 file formats.
8. What do you mean by rendering?
9. Comment on expression.
10. Write any two advantages of using background in motion graphics.

Part B

(5 × 5 = 25)

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

11. (a) Explain the stages in compositing footages.

Or

- (b) Explain workspace and workflow.

12. (a) Write the importance of expression and automation in motion graphics.

Or

- (b) How do you transform or move the layer?

13. (a) Explain the role of 2D tracking and track marking in motion graphics.

Or

- (b) Write the advantages of using masking tools in motion graphics.

14. (a) Explain the method of importing an audio file.

Or

- (b) Write any four video formats and their advantages.

15. (a) Explain the particle option producers.

Or

- (b) Expression gives Life for the motion graphics – Explain.

Part C

(3 × 10 = 30)

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

16. (a) Key frames play an important role in motion graphics – Explain with a diagram.

Or

- (b) Explain in detail the compositing technique.

17. (a) Effects and animation pre-sets make the presentation memorable – Explain.

Or

- (b) Rendering technique will save time and helps to finish the project in time – Explain.

18. (a) Audio plays a major role in enhancing the quality of the motion graphics – Discuss.

Or

- (b) Using different Backgrounds can create meaningful stories – Justify your view.

C-5153

Sub. Code

83552

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Media Technology

DYNAMICS SIMULATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on particle.
2. What is particle collision?
3. Write short note on Airfield.
4. What is Noise level?
5. What is soft body simulation?
6. How to set passive key?
7. Write short note on Numeric Particle.
8. What is Ramp position?
9. Write short note on Blobby surface.
10. Write short note on rendering.

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on particle collision Event Editor.

Or

- (b) How to create emitter? Illustrate in detail.

12. (a) Write the following types of field in brief

(i) Drag field

(ii) Gravity field

(iii) New top field

Or

- (b) Describe the different type of axis controls in brief.

13. (a) Write a brief note on Break Rigid body connections.

Or

- (b) Outline the pain soft body weights tool.

14. (a) Write a brief note on particle and its types.

Or

- (b) What is Ramp acceleration?

15. (a) Write a brief note on software Rendering.

Or

- (b) Highlight the Hardware render attributes in brief.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write detailed note on Emitter types.

Or

- (b) Elaborate the role and importance of particles in animation.

17. (a) Explain the different types of fluid effects in detail.

Or

- (b) How to create simulation by using fields? Illustrate the creation process of any example project by using Gravity field.

18. (a) Differentiate software rendering and Hardware rendering.

Or

- (b) Illustrate Render alpha sequence frame from software render in detail.

C-5154

Sub. Code

83555A

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Media Technology

ADVANCED MODELING AND TEXTURING

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name any two cutface tools.
2. Write the use of merge edge tool.
3. What is U and V in UV mapping?
4. Comment on UV snapshot.
5. What do you mean by transparency map?
6. Write a note on Blinn utility.
7. Comment on image resolution setting.
8. What is IPR rendering?
9. Write any two uses of paint tools.
10. Comment on displacement map.

Part B

(5 × 5 = 25)

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

11. (a) Explain the way of creating new layers in modelling and texturing.

Or

- (b) Explain the use of merge edge tool.

12. (a) Write the importance of planer mapping.

Or

- (b) How do you align UV in modeling?

13. (a) Write the importance of background in 2D texturing in mapping.

Or

- (b) Explain the role of colour in 2D modeling and texturing.

14. (a) Explain the frame region rendering.

Or

- (b) Write the importance of rendering test outputs.

15. (a) Differentiate the normal map and displacement map.

Or

- (b) Explain sculpt layers in 3D modelling and texturing.

Part C

(3 × 10 = 30)

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

16. (a) Explain the importance of final model correction in modelling.

Or

- (b) Explain the exporting for texturing.

17. (a) Rendering completes the model and texture in a clear view-Explain.

Or

- (b) Colour plays a major role in modelling and rendering - Discuss.

18. (a) Explain the manipulation of stencil image in modelling.

Or

- (b) Mapping is useful for advertisers and artists - Explain.
