

C-5176

Sub. Code

82913

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Visual Effects

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the elements of communication?
2. Interpersonal communication - Explain.
3. What is a communication model?
4. Who is an Opinion Leader?
5. Write short note on public communication.
6. What is visual thinking?
7. Define Visual Communication.
8. Why do you need Public relation?
9. Define Optical illusion.
10. What is mass media?

Part B

(5 × 5 = 25)

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

11. (a) Explain the various barriers in communication.

Or

- (b) List out the types of communication. Explain any two in detail.

12. (a) Explain Aristotle's Model of Communication.

Or

- (b) Discuss about the importance of Visual communication.

13. (a) Discuss about Denotation and Connotation with example.

Or

- (b) Discuss the importance of colour psychology.

14. (a) Discuss about the levels of communication.

Or

- (b) Explain about whites gatekeeper theory.

15. (a) Discuss about Public Relations and some ways of enhancing an organization's brand image.

Or

- (b) Discuss about various Electronic Media.

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail Berlos SMCR Model of Communication.

Or

- (b) Communication as a process, Symbols and Meaning - Explain in detail.

17. (a) Explain in detail about the different stages of design process.

Or

- (b) Explain the characteristics and importance of Publicity.

18. (a) Differentiate between the characteristics of verbal and on verbal communication.

Or

- (b) Explain the Types of Mass Media.
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C-5177

Sub. Code

82914

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Visual Effects

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on elements of design.
2. What is creativity?
3. What is a prime lens?
4. Write short note on 'Rule of third'.
5. Define primary colours.
6. Where can we see analogous colours in nature? Give examples.
7. What is text wrapping?
8. X-Height - Define.
9. What is a memory card?
10. What is an info graphic?

Part B

(5 × 5 = 25)

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

11. (a) Discuss symmetrical, asymmetrical and radial balance.

Or

- (b) Explain the characteristics required for a good design.

12. (a) Discuss about exposure in photography.

Or

- (b) Discuss - shutter speed, aperture, and ISO.

13. (a) Explain additive and subtractive colour mode.

Or

- (b) Explain achromatic, monochromatic and polychromatic colour schemes.

14. (a) Discuss the different types of alignment.

Or

- (b) Compare - Vector graphics and Raster Graphics.

15. (a) What is grid? Discuss its importance in design.

Or

- (b) How can you create effective layouts?

Part C

(3 × 10 = 30)

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

16. (a) What are principles of design? Explain in detail.

Or

- (b) Differentiate Wide-Normal - Tele lenses.

17. (a) Explain about the different types of photography.

Or

- (b) What is a page layout? Explain the Important parts.

18. (a) Explain in detail the different colour schemes.

Or

- (b) Explain the different Typeface classification.
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C-5178

Sub. Code

82932

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Visual Effects

VISUALIZATION FOR PRODUCTION – II (ANIMATICS)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define short film.
2. What is PSA?
3. List out the four character for the Genre.
4. Define Target Audience.
5. State the elements of story.
6. What is Back Story?
7. Write a short note on screen writing.
8. Define Genre.
9. Define Story Board.
10. What is Animatics?

Part B

(5 × 5 = 25)

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

11. (a) Write a short account on Live Action.

Or

- (b) Briefly explain about documentary film.

12. (a) State the characters for the Genre.

Or

- (b) Outline about different kind of Genres.

13. (a) Differentiate between Synopsis and Story.

Or

- (b) Briefly explain about Inner demons.

14. (a) Write about Internal and external conflicts.

Or

- (b) Write a short account on 3 Act structure.

15. (a) Differentiate between scene and shots.

Or

- (b) Briefly discuss about sound for animatics and SFX for animatics.

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail about media project.

Or

- (b) Elaborate on CG with live action, live character in CG environment.

17. (a) Explain about online story in detail.

Or

(b) Explain the elements of screen writing.

18. (a) Explain the three dimensions of character development.

Or

(b) Explain the importance of storyboard and animatics.

C-5179

Sub. Code

82933

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Visual Effects

**DESIGN AND COMMUNICATION (SEQUENCE
ANIMATION)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is morphing?
2. Define motion graphics.
3. List out the four usage of lights.
4. What is shadows?
5. Define Rigging characters.
6. State the usage of motion blur.
7. What is motion graphics?
8. What is sapphire?
9. List out the few editing techniques.
10. What is maya-modelling?

Part B

(5 × 5 = 25)

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

11. (a) Explain creating slick UI style animation.

Or

- (b) Describe Knoll light factory.

12. (a) Briefly outline about navigating the viewport.

Or

- (b) How will you integrate 3D element with live footage?

13. (a) Discuss about rigging characters.

Or

- (b) Differentiate between FK and IK characters.

14. (a) Write about custom creating animation presets.

Or

- (b) Describe about randomness physical simulations.

15. (a) Write the editing techniques for motion graphics.

Or

- (b) Discuss sound editing for motion graphics.

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail about 2D and 3D particle effects in motion graphic.

Or

- (b) How do you prepare a good motion picture?

17. (a) Describe about adding various effects to motion graphic.

Or

- (b) Explain in detail about Importing OBJ to element 3D. List the animation in element 3D.

18. (a) Describe about camera animation in Maya.

Or

- (b) Explain in detail about the usage of expression for motion graphics.

C-5161

Sub. Code

83334/82934

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Photography

**FUNDAMENTALS OF VIDEOGRAPHY AND
AUDIOGRAPHY**

(Common for B.Sc. (Photography)/B.Sc. (Visual Effects))

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Cinematography.
2. List the types of stories.
3. What are the roles of a director?
4. Write a note on climax resolution.
5. Summarize about the influence of camera in directions.
6. List the functions of dialogue.
7. Give a note on still camera.
8. Compare Analog and Digital image.
9. Write about the properties of light.
10. Write a note on lighting styles.

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain about the process involved in storytelling.

Or

- (b) Discuss on the basics of film language.

12. (a) Discuss about the organic structure of screenplay.

Or

- (b) Outline the various responsibilities of the Director.

13. (a) Write a short note on movements and angles using camera.

Or

- (b) Write about the directorial applications of lenses.

14. (a) Write about the steps involved in film production.

Or

- (b) Discuss about the laboratory standards for images.

15. (a) Briefly write about the functions of lights.

Or

- (b) Write about the light measurements in direction.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate technically about the phrase “conventional story telling”.

Or

- (b) Briefly explain about the evolution of the director.

17. (a) Explain in detail about the synchronous and non-synchronous sounds.

Or

(b) Briefly discuss on the types of films.

18. (a) Explain in detail about the factors that effects the lighting needs.

Or

(b) Discuss in detail on the types of lights.

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.

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
