B.Sc. DEGREE EXAMINATION, APRIL 2022

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.　Explain emotional barriers.

2.　Define Interpersonal Communication.

3.　Define Lasswell Communication model.

4.　How does visual communication works?

5.　What is called as pilot design?

6.　How are visual illusion created?

7.　What are the components of multicultural education?

8.　What are three components of public opinion?

9.　List out the advantages of electronic media.

10.　Define Broadcast media.

Answer **all** questions.

11. (a) Write about group and team communication in organizations.

    Or

    (b) What is the role of verbal and nonverbal communication?

12. (a) Explain Helical Model of Communication.

    Or

    (b) Explain Osgood-Schramm Model of Communication.

13. (a) Write about the Psychological effects of colors.

    Or

    (b) What is sensory perception?

14. (a) How to do a semiotic analysis of a film?

    Or

    (b) What are the challenges of cross cultural communication?

15. (a) Explain the types and uses of mass media.

    Or

    (b) Write about Search Engine Marketing.

C–6149

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the importance and benefits of intercultural communication.

Or

(b) A picture is worth a thousand words: the importance of visual communication in our daily life- Justify.

17. (a) Write an essay on Syntax, Semantics and Pragmatics in communication.

Or

(b) Visual communication is more effective than verbal communication - Justify.

18. (a) How do signs and symbols help for better understanding? Explain from semiotics perspective.

Or

(b) Explain why digital marketing is important for small, medium and large business.

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3

C–6150	Sub. Code 82814

B.Sc. DEGREE EXAMINATION, APRIL 2022

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 implied line.

2. Explain the use of texture in art.

3. Define vanishing point.

4. What is called eye level?

5. Write about open drawing groups.

6. Draw a cylinder and convert it into a body part.

7. Define Hue.

8. What are the main three secondary colors?

9. Write about Warli tribal paintings.

10. What was the focus of Renaissance art?

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

Answer **all** questions.

11. (a)   Write a note on the techniques in shading.

Or

(b)   What is the purpose of repetition?

12. (a)   Are vanishing points always on the horizon?

Or

(b)   Explain the illusion of depth.

13. (a)   What is called as quick sketch? Explain the uses.

Or

(b)   Explain overlapping technique.

14. (a)   What are Monotone achromatic colors?

Or

(b)   What does saturation mean in color?

15. (a)   What are the characteristics of romanticism art?

Or

(b)   What are called as sherds?

2   C–6150

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

Answer **all** questions.

16. (a) Write an essay on the visual element of shape, its perspectives, behaviors, representations.

Or

(b) Explain the following

(i) line quality

(ii) hatching and crosshatching

(iii) direction

(iv) texture and

(v) line variation.

17. (a) Explain the differences between one point, two point, three point and five point perspectives.

Or

(b) How are body part measurements related to each other? Explain from human figure drawing techniques.

18. (a) Explain the following

(i) complementary colors

(ii) split complementary colors

(iii) analogous colors and

(iv) primary colors

(v) triadic colors.

Or

(b) Write an essay on the Indian art form evidence collected from various excavations.

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3   **C–6150**

C– 6140	Sub. Code
	83223/82823

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

DESIGN STUDY

(Common for B.Sc. (Animation)/
B.Sc. (Game Art and Design)

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   State the few fundamentals of design.

2.   What is target audience?

3.   Define - colour theory.

4.   What do you mean by warm colours?

5.   State the importance of colour blending.

6.   Define - Typography.

7.   What is image manipulation?

8.   List out the role of grids.

9.   What do you mean by templates?

10. List out the important parts of page layout.

Answer **all** questions.

11. (a) Explain the purpose of design in human life.

Or

(b) Differentiate between creative and stereo type solutions.

12. (a) Discuss the importance of colour harmony.

Or

(b) Give a short note on additive model.

13. (a) Explain the type face anatomy.

Or

(b) State the importance of graphics.

14. (a) Discuss the need of dynamic designs.

Or

(b) Differentiate between symmetrical and asymmetrical designs.

15. (a) Outline the role of templates in designing.

Or

(b) Discuss the different stages of design process.

C– 6140

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the experimental approach in designing.

Or

(b) Describe about basics of colour theory.

17. (a) Explain the need of selecting appropriate fonts in designing.

Or

(b) Describe about format conversion.

18. (a) Discuss the need of space in graphic design.

Or

(b) Distinguish between grids and layouts.

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C– 6140

C–6151	Sub. Code
	82824

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Game Art and Design

CRITICAL STUDIES FOR GAMES

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Explain tactical games.

2. What is an 8-bit platform?

3. How does an online multiplayer game work?

4. Define freemium.

5. What does shareware mean?

6. Write about no restrictions in video games.

7. Write about the game design of Grand Theft Auto.

8. Define UX.

9. What are the four types of intellectual property?

10. Define Infringement.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Video game is an art. Prove.

Or

(b) Write about Nintendo Entertainment System.

12. (a) Write a note on a Massively multiplayer online role-playing game.

Or

(b) Why are handheld gaming consoles more attractive for kids than adults?

13. (a) List any five controversial video games and explain their nature.

Or

(b) Explain how flight simulator games fulfill user expectations.

14. (a) What are the pros and cons of video games on children?

Or

(b) How to market a video game and find a target audience? Explain.

15. (a) Write about video game sequels.

Or

(b) Why should a player be honored in a video game? Explain.

C–6151

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

Answer **all** questions.

16. (a) Write an essay on the important role of games and simulations games in managerial skill development.

Or

(b) How video games affect the brain? Explain from the researchers point of view.

17. (a) Explain the roots of multiplayer gaming from the 1970s.

Or

(b) Write an essay on Audio Interactions in computer mediated games.

18. (a) Is there a gender discrimination exists in gamer community? Discuss.

Or

(b) Write an essay on the influence of video games during Covid-19 situation.

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C–6151

B.Sc. DEGREE EXAMINATION, APRIL 2022

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 shaping.

2.   What is sculpt geometry?

3.   What is game art?

4.   Write about kit bashing.

5.   What is texturing?

6.   Write about vehicle modelling basics.

7.   List unwrapping techniques.

8.   What is diffuse map?

9.   List the important elements in place detail.

10. Write about paint texture

Answer **all** questions.

11. (a) Describe blocking.

Or

(b) Write about detailing.

12. (a) Write about one sided objects.

Or

(b) Describe static meshes.

13. (a) Write about topology.

Or

(b) Describe body mesh.

14. (a) Describe bump map.

Or

(b) Write about handmade texture effects.

15. (a) Write about project panel.

Or

(b) Write about importing and exporting assests.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe modelling animation.

Or

(b) Describe uniform span flow importance.

17. (a) Describe prop modelling.

Or

(b) Describe vehicle creation for games.

18. (a) Describe about generating essential maps.

Or

(b) Describe size and scale.

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3 **C–6152**

B.Sc. DEGREE EXAMINATION, APRIL 2022

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 games.

2.   What is sprite editor?

3.   What is heads-up display?

4.   Write about game controls.

5.   What is thaumatrope?

6.   List the principles of animation.

7.   Define prototyping.

8.   Write about triggers.

9.   What is profiling?

10. Write about reverb zone.

Answer **all** questions.

11. (a) Write about 2D art.

Or

(b) Describe about 2D game assets.

12. (a) Write about designing the GUI.

Or

(b) Describe controls interactivity.

13. (a) Write about particle system.

Or

(b) Describe 2D character.

14. (a) Describe the importance of prototyping.

Or

(b) Write about tiles and sapces.

15. (a) Write about building settings.

Or

(b) Write about publishing assets references.

C–6153

Answer **all** questions.

16. (a) Describe Lighting and shading.

    Or

    (b) Describe anatomy and proportions.

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

    Or

    (b) Describe about rooms and score.

18. (a) Describe screen location information.

    Or

    (b) Describe the process involved in creation of 2D game objects.

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C–6153

B.Sc. DEGREE EXAMINATION, APRIL 2022

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.　Write about role of game designer.

2.　What are skills required for game developer?

3.　What is team structure?

4.　Write about perspective of designer.

5.　List the constraints on game design.

6.　Write about puzzle design.

7.　Write about depth of a story.

8.　What are personal experience stories?

9.　Write about series games.

10.　Write about game as a teaching tool.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write about skills required for publisher or developer.

Or

(b) Describe game development career choices.

12. (a) Write about publishers team.

Or

(b) Describe team profile.

13. (a) Write about lateral thinking.

Or

(b) Describe logic exploration.

14. (a) Describe traditional stories.

Or

(b) Write about basic puzzle characteristics.

15. (a) Write about social games.

Or

(b) Describe about packing.

C–6154

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How original ideas are pitched?

Or

(b) Describe selling ideas to the game industry.

17. (a) Describe about developers team.

Or

(b) Describe about casual games.

18. (a) Describe alpha, beta and gold milestones.

Or

(b) Describe about game production.

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C–6155	Sub. Code
	82842

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Game Art and Design

LEVEL DESIGN FOR GAME

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is called as isometric game assets?

2.   What is the difference between plan view and elevation view?

3.   Define level bugs.

4.   How a 3D game does differ from a 2D game?

5.   Who are Play testers?

6.   Define game goals.

7.   What is called as single player maps?

8.   What is key light and fill light?

9.   Define texture mapping.

10.   What is called as setting time in a game?

Answer **all** questions.

11. (a) What is the relationship between focal length and angle of view?

Or

(b) Give a technical explanation for Isometric Projection.

12. (a) Write about the 1970's traditional Christopher Alexander's Design patterns.

Or

(b) How In-accessible area in a game helps to create a Maze? Give examples.

13. (a) What are the five components that make up a game?

Or

(b) Write about Player Directing.

14. (a) Why scale factors are important in building game object?

Or

(b) What is the use of Bubble diagram?

15. (a) Write about the vegetation creation techniques for video games.

Or

(b) Does resolution affect gameplay? Discuss.

C–6155

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain how a structured brainstorming session helping in game ideation.

Or

(b) Write an essay on the color and emotions in video game design.

17. (a) How to draw a landscape for 2D games and 3D game? Explain.

Or

(b) Explain the planning steps of Playable level design and Stand-alone game environment.

18. (a) Create a schematic drawing of a single player stand-alone game environment.

Or

(b) Take any android game and analyze the atmosphere of the game.

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B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Game Art and Design

3D CHARACTER DESIGN FOR GAME

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is hard surface modeling?

2.   Define the principle of proportion.

3.   What is a specular map?

4.   How does bump mapping work?

5.   What are called as deformable solids?

6.   What is baking in texture?

7.   What is an opacity map?

8.   Define Texel.

9.   What is rigging character?

10. What is the use of skeletal grouping?

Answer **all** questions.

11. (a) Explain Edge loop.

Or

(b) What is shoulder geometry?

12. (a) Explain skin detailing.

Or

(b) Differentiate props, environment artists and character modeling artist.

13. (a) What are the differences between high poly and low poly models?

Or

(b) Explain the digital sculpting technology and its uses.

14. (a) Write a short note on PBR.

Or

(b) List out the atmospheric visual properties.

15. (a) What is the use of gimbal lock in animating a character?

Or

(b) Explain weight painting.

C–6156

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the process of 3D Face Reconstruction.

    Or

    (b) Explain four color map theorem and its uses.

17. (a) Write an essay on the types of texture mapping techniques.

    Or

    (b) Explain mass-spring models, focus on cloth simulation.

18. (a) Summarize the common baking tasks in texture baking.

    Or

    (b) Explain how Inverse kinematics added into the designed characters bones.

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C–6147	Sub. Code
	83251/82851/83051/ 83351/82951

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Fifth Semester

Common for B.Sc. (Animation/Game Art and Design/Graphic Design/Photography/Visual Effect)

BUSINESS OF MEDIA

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Public sector

2. Franchises

3. Product

4. Budgeting

5. Suppliers

6. Community

7. Micro economics

8. Marketing

9. Distributor

10. Entrepreneur

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the key differences of private sector and public sector.

Or

(b) Write shortly on Co-operatives.

12. (a) What are the key terms of organizational structure?

Or

(b) Write about the activities of Organization.

13. (a) What is the difference between Owners and stakeholders?

Or

(b) Explain the role of Managers and employees.

14. (a) What do you mean by marketing research? Explain.

Or

(b) What is marketing mix? Explain.

15. (a) Explain the forms of Business structure.

Or

(b) What a public relations personnel should do to maintain healthy media relations?

2   **C–6147**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate the types of business organization.

Or

(b) Describe the Influences of Government on Production and broad casting.

17. (a) Elucidate the importance of marketing.

Or

(b) Explain in detail on Marketing and marketing strategies.

18. (a) Elaborate the theories of entrepreneurship.

Or

(b) What are the types of distribution channels? Explain.

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C–6147

Common for B.Sc. (Animation/Game Art and Design/Graphic Design/Photography/Visual Effects) DEGREE EXAMINATION, APRIL 2022.

Fifth Semester

PORTFOLIO AND PRESENTATION

(2019 onwards)

Duration : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Aggressive Portfolio

2. Display Portfolio

3. Tagline

4. Continuous performance evaluation

5. Fonts

6. Book cover design

7. Multimedia Manger

8. Psychographics

9. Optimal Portfolio

10. Forecast in portfolio enhancement

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

Answer **all** questions.

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

Or

(b) Explain the visual hierarchy in a portfolio design

12. (a) How do you create a digital art portfolio?

Or

(b) How to your illustrations and original artworks in portfolio?

13. (a) "One main idea per slide"– Explain this concept with project presentation.

Or

(b) Write about the importance of images in educational presentation.

14. (a) What is the purpose of maintaining a blog?

Or

(b) Define Social media advertising.

15. (a) How celebrities manage different digital portfolios in all social media platforms?

Or

(b) What are the types of portfolio risks exists in digital platforms.

2 C–6148

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) How will you organize the basic elements of portfolio to create a stunning design For creative field? Explain.

Or

(b) Write an essay on assessment portfolio and compare its nature in India and other countries.

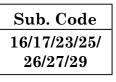17. (a) Why Electronic portfolios require a large investment of time and effort? Explain with its stages.

Or

(b) Explain the front end deliverables and backend process involved in a theatre production Discuss the roles and responsibilities of all crew members

18. (a) Do' s and Don'ts in designing a business card for a Creative person. Explain and give a sketch.

Or

(b) Differentiate the Active and Passive portfolio management with its budget plans.

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C–6148

C–5664	Sub. Code
	16/17/23/25/ 26/27/29

Common for All U.G. B.Sc./B.B.A. DEGREE EXAMINATION, APRIL 2022

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. ZSI.

2. WII.

3. What is renewable energy?

4. Food web.

5. Pyramid of numbers in aquatic ecosystem.

6. Red data book.

7. List out any five Endemic species of India.

8. List out marine pollutants.

9. *Ex Situ* Conservation.

10. Enlist Option Values of Biodiversity.

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

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

(b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

(b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

(b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

(b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

(b) Write notes on effects and control measures of nuclear hazards.

C–5664

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

(b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on "India is a mega-diversity nation".

Or

(b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

(b) Write an essay on concept, structure and function of ecosystem.

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