

C-6230

Sub. Code

82913

B.Sc. DEGREE EXAMINATION, APRIL 2022.

First Semester

Visual Effect

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define symbols.
2. What is intrapersonal communication?
3. Write a short note on pragmatic.
4. List out the Importance of communication model.
5. Define visual illusions.
6. Write a short note on associative techniques.
7. What is Denotation culture?
8. List out the four Developing countries in the world.
9. Define Digital media.
10. What is public relation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the process of communication

Or

(b) Briefly explain the non – verbal communication

12. (a) Explain about SMCR model of communication

Or

(b) Differentiate between semantic and pragmatic

13. (a) Write a note on sensory perceptions.

Or

(b) Give a short account on optical illusions

14. (a) Briefly explain the multi cultural content

Or

(b) Explain about syntagmatic aspects of signs

15. (a) State the importance of Digital media.

Or

(b) Write about Hypodermic needle model.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe about the historical perspectives of visual communication.

Or

(b) Explain in detail about understanding of visual communication.

17. (a) Describe the Relationship between culture and communication.

Or

(b) Explain in detail about different problems in communication Development.

18. (a) Mass media is important for communication Development – Justify.

Or

(b) Differentiate between publicity and propaganda state the merits of public relation.

C-6231

Sub. Code

82914

B.Sc. DEGREE EXAMINATION, APRIL 2022.

First Semester

Visual Effect

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define – Visual composition.
2. What is Proportion?
3. State the Importance of photography.
4. Write a short note on ISO.
5. Define colour harmony.
6. What is split compliments?
7. State the Importance of image manipulation.
8. Define graphics.
9. Write a short note on layout guidelines.
10. State the different stages of design process.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about visual Composition.

Or

- (b) Briefly explain about proportion in design.

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

Or

- (b) Describe about visual design elements.

13. (a) Differentiate between triads and tetrads.

Or

- (b) Discuss the role of spacing and alignment in design.

14. (a) Outline about Image manipulation.

Or

- (b) Discuss the Role of format conversion in design.

15. (a) Describe important parts of a page Layout.

Or

- (b) Differentiate between grids and Layouts.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of creativity in photography.

Or

- (b) How do you improve your photography skills?

17. (a) Differentiate between monochromatic and polychromatic.

Or

(b) Describe about the fundamentals of photography.

18. (a) Explain the Role of grid system and templates in design.

Or

(b) Explain the stages of design process.

C-6232

Sub. Code

82923

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Visual Effects

**MOTION GRAPHICS
(CREATIVE AND SOCIAL INFORMATICS)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define graphics.
2. Define 2D.
3. What is monochromic colour?
4. What is layer?
5. Define key frame.
6. Write any four video formats.
7. What is color psychology?
8. Define animation.
9. Write five branded camera names.
10. Define triadic.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write the principles of graphic design.

Or

- (b) Discuss about typography for motion graphics.

12. (a) Enlist the types of font.

Or

- (b) Write about the principles of animation.

13. (a) Highlight the importance of lights in motion graphics.

Or

- (b) What are the uses and importance of camera 3d layers?

14. (a) How to work for target audience?

Or

- (b) How stop motion is used in motion graphics?

15. (a) Write in detail about editing and it's attributes.

Or

- (b) Write about the types of ghosting.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Elaborate on 3D motion graphics.

Or

- (b) Explain in detail elements and principles of motion graphics.

17. (a) Elaborate on the importance of colour in motion graphics.

Or

(b) Explain in detail about the frame range animation.

18. (a) Write the importance of warm colour and cool colour in motion graphics.

Or

(b) Explain the importance of sound in motion graphics.

C-6233

Sub. Code

82924

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Visual Effect

**VISUALIZATION FOR PRODUCTION — I
(MATTE PAINTING)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why do we apply materials and texture to painting?
2. List the uses of brushes in Photoshop.
3. What is thumbnail painting?
4. Is it possible to convert digital images to greyscale?
5. Define texture.
6. What is meant by greyscale?
7. What is stick figure?
8. How to select tools for Photoshop?
9. Define photo manipulation.
10. What is importing 3D objects?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate geometrical and non-geometrical forms of painting with suitable examples.

Or

- (b) What are the files formats in Photoshop?

12. (a) Name the various digital creative tools for matte painting.

Or

- (b) How do you set an extension in Photoshop?

13. (a) How will you digitally paint scenes?

Or

- (b) Highlight the need for understanding space.

14. (a) Discuss on linear perspective.

Or

- (b) Outline on the merits of Photoshop

15. (a) How will you create texture using painting?

Or

- (b) Elaborate on 3D work spaces in Photoshop.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Elaborate on the essentials of human figure drawing.

Or

- (b) Explain contour drawing in detail.

17. (a) Discuss about the portrait head study.

Or

(b) Write about the layers in Photoshop.

18. (a) How to carry out photo manipulation effectively?

Or

(b) Discuss about the colour matching techniques and set extension in Photoshop.

C-6236

Sub. Code

82942

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Visual Effects

VFX PRODUCTION – I (COMPOSITING)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is menu Tab?
2. State the advantages of Nuke.
3. Define Open Spline.
4. Write a short account on Rotoscopy.
5. What is Tracker?
6. State the Benefits of Track Rigid Objects.
7. Define Color Correction.
8. List out the advantages of blue screen.
9. What is 3D lighting?
10. State the advantages of 3D Camera.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about merging multiple layers.

Or

- (b) State the advantages of Nuke.

12. (a) List out the usage of Subtract Roto.

Or

- (b) Differentiate between single frame Rota and Subtract Roto.

13. (a) Outline four point track using perspective.

Or

- (b) State the purpose of blue/green screen.

14. (a) Outline the concept of keying in brief.

Or

- (b) Differentiate between Hue correct and Hue Shift.

15. (a) Briefly explain about 3D Environment.

Or

- (b) State the usage of IBK color and G12MO.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Node graph as basic building blocks of any compositing – Explain in detail.

Or

- (b) State the purpose of segmenting roto for a character. How to segment a character roto?

17. (a) Differentiate between one point Track using position and Two point track using position.

Or

(b) Explain Planar tracker. How to stabilize a footage with the help of tracker?

18. (a) How to import 3D objects? Discuss on applying texture in nuke.

Or

(b) Explain 3D to 2D render conversion using scanline render.

C-6237

Sub. Code

82943

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Visual Effects

VFX PRODUCTION — II (3D FOR VFX)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is mesh tools?
2. Define topology.
3. State the usage of Arnold materials.
4. List out the four merits of photoshop.
5. What is cluster lighting?
6. Define Raytrace.
7. State the merits of spot lighting.
8. What is shrink wrap?
9. Define Raytrace depth.
10. Write a short note on Render engines.

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between curve tool and mesh tool.
Or
(b) Briefly describe about 3D modeling.
12. (a) Describe about UV mapping and projections.
Or
(b) Write a short account on mesh tools and cut tools.
13. (a) State the advantages of spot lighting.
Or
(b) Briefly discuss about raycasting shadows studio lighting.
14. (a) Describe about different types of digital camera.
Or
(b) Write a short account on interactive bind skin.
15. (a) State the advantages of 3D lighting.
Or
(b) Describe about render engines and render layers.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How do you reduce the topology with application of different tools?
Or
(b) Explain in detail about advance cut tools and 3D texturing.

17. (a) Differentiate between bump map and normal map.

Or

(b) Explain about HDRI lighting environment and skydome physical sky.

18. (a) Explain in detail about non linear handles, n particles and animation using key frame.

Or

(b) Explain about ambient occlusion, specular and multi render passes for compositing.

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?

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-6148

Sub. Code

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

**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 × 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.

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-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 × 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.

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.