

**C-6138**

**Sub. Code**

**83213**

**B.Sc. DEGREE EXAMINATION, APRIL 2022.**

**First Semester**

**Animation**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Intrapersonal communication
2. Traditional media
3. Semantic
4. Public relations
5. Optical illusion
6. Primary colors
7. Denotation
8. Global media
9. Print media
10. Visual sensory perception.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of visual communication.

Or

- (b) List out the barriers in communication.

12. (a) Write short note on two step flow theory.

Or

- (b) Outline the features of Lasswell's model.

13. (a) Mention the importance of perception in communication.

Or

- (b) Write about paradigmatic and syntagmatic aspects of sign.

14. (a) State the relationship between culture and communication.

Or

- (b) Highlight the merits of public opinion.

15. (a) List the importance of visual thinking.

Or

- (b) Write short note on public relation, publicity and propaganda.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the types of communication.

Or

- (b) Explain SMCR model in detail.

17. (a) Write the merits and demerits of Schramm's circular model.

Or

- (b) Explain the levels of communication.

18. (a) What are the problems and challenges of cross-cultural communication?

Or

- (b) Explain the functions of mass communication.
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**C-6139**

**Sub. Code**

**83214**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Animation**

**FUNDAMENTALS OF ART**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Strokes
2. Shading
3. Aerial view
4. Perspective
5. Gesture
6. Proportion
7. Saturation
8. Grey scale
9. RGB
10. Texture

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on diverging lines.  
Or  
(b) Compare Shading Vs Lighting.
12. (a) Compare one point perspective with two point perspective.  
Or  
(b) Write a short note on eye level.
13. (a) Sketch a sample stick figure with various gestures.  
Or  
(b) Differentiate between 2D and 3D.
14. (a) Give a brief description about tertiary colours with few examples.  
Or  
(b) Why is colour combinations essential? Bring out its importance.
15. (a) How will you understand different materials and their application?  
Or  
(b) Write a short note on texture.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various drawing techniques.  
Or  
(b) Discuss about the various perspectives with examples.

17. (a) Explain the basic shapes and discuss about the usage in creating characters.

Or

- (b) “Animation is nothing but a series of images which creates an illusion” – Justify.

18. (a) What is colour wheel? Explain the details of colours in the wheel.

Or

- (b) Discuss the key points in understanding the study of environments with examples.
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**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.

**Part B**

(5 × 5 = 25)

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.

**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-6141**

**Sub. Code**

**83224**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Second Semester**

**Animation**

**DIGITAL DESIGN TECHNIQUES**

**(2019 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define – Vectors.
2. What is File format?
3. What do you mean by Digital processing?
4. State the importance of understanding bit rates.
5. Define – Digital Art.
6. What do you mean by Vector tools?
7. State the few illustrations methods.
8. List out the few need of graphic design.
9. Point out few Professional practice.
10. What is Styled portfolio?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about digital illustration.

Or

- (b) Give a short note on different types of software in Designing.

12. (a) Discuss the need of digital image for Designing.

Or

- (b) Explain about understanding bit rates.

13. (a) Give a short note on newly available Digital software.

Or

- (b) Outline about different digital art styles.

14. (a) Discuss about different concept using Visual Language.

Or

- (b) Write the advantages of Digital painting.

15. (a) Discuss the importance of Professional practice in Designing.

Or

- (b) How do you display the Commercial product?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the growth and development Digital design.

Or

- (b) Describe about brief types on Image Processing.

17. (a) Explain the need of digital tools of designing.

Or

- (b) Discuss the knowledge of learning the raster tools and vector tools for Designer.

18. (a) Describe about need of Professional practice for Designer.

Or

- (b) Explain about preparation of Commercial reproduction.

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**C-6142**

**Sub. Code**

**83232**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Animation**

**ADVANCED ART FOR ANIMATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Drawing skill
2. Facial expression
3. Line of action
4. Character poses
5. Body mechanics
6. Anatomy
7. Arts vs Animation
8. Action poses
9. Environmental design
10. Story board.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the cognitive drawing skills.

Or

- (b) Discuss the pros and cons of live drawing.

12. (a) Give a brief note on maintaining drawing consistency during action poses.

Or

- (b) Distinguish between drawing action poses with gesture drawing.

13. (a) Write a short note on essential elements required for drawing anatomy.

Or

- (b) Distinguish between human and animal anatomy.

14. (a) Give a detailed note on creation of animated character.

Or

- (b) Discuss the role of color in characters personality.

15. (a) Briefly discuss the importance of illustrations.

Or

- (b) "Character designing involves various steps"- Justify.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the essential qualities for a creative drawing skills with illustrations.

Or

- (b) Sketch the various facial expression for male and women.

17. (a) Explain the speed drawing techniques for animation.

Or

- (b) What is human Anatomy? How can an artist create characters using Anatomy?

18. (a) “Visualize yourself for a great Avatar”-Justify.

Or

- (b) Discuss about the recent trends in advanced tools in animation.
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**C-6143**

**Sub. Code**

**83233**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Animation**

**2D AND EXPERIMENTAL ANIMATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Walt Disney
2. Pirar
3. Motion graphics
4. Cutout animation
5. Story telling.
6. PSA.
7. Animatics.
8. Poses.
9. Exaggeration.
10. Timing.

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a short note on the importance of animation in media production.

Or

- (b) Discuss about the legends in the field of animation.

12. (a) Write a short note on claymation.

Or

- (b) Define motion capture. Describe its importance.

13. (a) Describe the traditional forms of animation.

Or

- (b) Discuss about animation as a story telling medium.

14. (a) How to understand a character attributes? Discuss its importance.

Or

- (b) List out the softwares for 2D animation and sketch their user interface.

15. (a) “Principles of Animations are the basis of animated films” – Comment.

Or

- (b) Write a short note on slow in and slow out.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the history of animation in detail.

Or

(b) Explain the types of animation in detail.

17. (a) Trace the evolution of animation technology.

Or

(b) Describe the role of PSA in animation films.

18. (a) Explain the principles of animation with illustrations.

Or

(b) “Animation films involve lot of technicians” –  
Comment.

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**C-6144**

**Sub. Code**

**83234**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Animation**

**FILM LANGUAGE APPRECIATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Visual language
2. Aesthetics
3. Genre
4. Mise-en-scene
5. Casting
6. Director
7. Long shot
8. Wide angle
9. VFX
10. Visual grammar.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on surrealism.

Or

- (b) Discuss about French new wave.

12. (a) Define montage. How is it helpful in films?

Or

- (b) Compare narrative with non narrative form.

13. (a) Discuss the production stage in film making.

Or

- (b) Describe the role of costume designer in film making.

14. (a) Brief down the various camera angles.

Or

- (b) Distinguish 180 degree rule with 30 degree rule.

15. (a) What is the role of sound in films?

Or

- (b) “Adding special effect improves the films viewing experience”-Justify.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about various film theories.

Or

(b) What do you mean by genre? Discuss its types.

17. (a) Discuss the three stages of production in detail.

Or

(b) Explain the various Camera movements.

18. (a) "Post production is a very important part in film making". Justify.

Or

(b) Describe the power of sound in film making along with the process to enhance visuals.

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**C-6145**

**Sub. Code**

**83242**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Fourth Semester**

**Animation**

**3D MODELING AND TEXTURING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. View ports
2. Modeling
3. Model sheet
4. Mesh
5. Artificial light
6. Bounce light
7. Texture
8. Pipeline
9. Interior light
10. Compositing.

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the primitive shapes in animation?

Or

- (b) Give a brief note on deformer.

12. (a) Brief down the steps involved in object modeling.

Or

- (b) Discuss the process of arranging model sheets in view ports.

13. (a) Write a short note surface types and their response to light.

Or

- (b) List out the various types of shadows.

14. (a) Discuss about unwrapping techniques in texturing.

Or

- (b) Compare diffuse map us Bumpmap.

15. (a) Discuss the process of digital lighting and rendering in animation.

Or

- (b) “CGI plays an important role in film making” - Comment.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the role of deformers in character modeling. Describe the process in detail.

Or

- (b) Discuss in detail about the importance of uniform span flow.
17. (a) “Lighting plays a big part in establishing the feel and mood of a scene” - Comment.

Or

- (b) What is texture mapping and how does it help in tuning the surface?
18. (a) Describe the basic Maya surface nodes in detail.

Or

- (b) Discuss in detail about the rendering process in Maya.
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**C-6146**

**Sub. Code**

**83243**

**B.Sc. DEGREE EXAMINATION, APRIL 2022.**

**Fourth Semester**

**Animation**

**ADVANCED ANIMATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Object rig
2. Constraint
3. Trapezoids
4. Weight painting
5. Staging
6. Arc
7. Animation Smear
8. Silhouette
9. Resolution gate
10. Crane shot

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on rigging.

Or

- (b) Bring out the difference between parenting and constraints.

12. (a) Why is checking the model important before character rigging?

Or

- (b) Write a note on different types of joints in character rigging.

13. (a) Explain Briefly about 2D animation.

Or

- (b) Write a short note of the importance of straight ahead and pose to pose principle in 3D animation.

14. (a) Explain the principles of gestures in Character animation.

Or

- (b) How to create the run cycles and walk cycles for a new character in Maya?

15. (a) Write a note on the importance of camera reaction and tracking movements in Camera Animation.

Or

- (b) Write a note on Animation Camera.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write in detail about the various steps in Robot rigging.

Or

- (b) Write a detailed note on Character Animation.

17. (a) Explain the different types of controls used in character rigging.

Or

- (b) Write in detail how animation for games differs from animation for movies.

18. (a) Elaborate the various applications of 3D Animation.

Or

- (b) Write in detail about the various camera tools.

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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?

**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.