

C-8471

Sub. Code

83213

B.Sc. DEGREE EXAMINATION, APRIL 2023

First Semester

Animation

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on Visual Communication.
2. What do you mean by symbol?
3. Write a note on Lasswell model of Communication?
4. What is intercultural communication?
5. Differentiate Warm colour and Cool colour.
6. Comment on Visual thinking.
7. Name any two signs used in our daily life.
8. Write a note on ink used for printing.
9. What are the functions of Media?
10. Give any two examples for Traditional Media.

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) Explain the process of communication with a diagram.

Or

- (b) Differentiate the verbal and non-verbal communication.

12. (a) Explain the Whites Gatekeeper theory.

Or

- (b) Write the importance of Technical communication.

13. (a) Explain the role of colours in our daily life.

Or

- (b) Write the importance of Visual thinking.

14. (a) Differentiate the Denotation and Connotation.

Or

- (b) Explain the challenges of cross-cultural communication.

15. (a) Write the impact of media among the youth with an example.

Or

- (b) What are the advantages of digital media or new media?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the types of communication.

Or

- (b) Discuss the barriers of communication in the digital age.

17. (a) Explain the pragmatic communication with examples.

Or

- (b) Discuss the Principles of visual and sensory perceptions.

18. (a) Explain the effective usage of mobile for communication.

Or

- (b) Visual thinking + Visual Learning + Visual Communication = Visual Literacy – Discuss.
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C-8473

Sub. Code

83223/82823

B.Sc. DEGREE EXAMINATION, APRIL 2023

Second Semester

Animation

DESIGN STUDY

Common for B.Sc. (Game Art Design)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by design?
2. Write any two purpose of design in life.
3. Name any two cool colours and warm colours.
4. Comment on analogous colour
5. Name any two fonts used in typography.
6. What is image manipulation?
7. Write a note on dynamic design.
8. Give an example for negative space with a diagram.
9. What is the use of grid in design?
10. Give any two types of layout.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the challenges during the creation of experimental design .

Or

- (b) Write the significance of design in our life.

12. (a) Explain the colour blending with an example.

Or

- (b) Write the attributes of colour with an example.

13. (a) Differentiate the raster and vector graphics.

Or

- (b) Explain the role of typography in graphic design.

14. (a) Differentiate the symmetrical and asymmetrical design.

Or

- (b) Explain the challenges of creating the dynamic design.

15. (a) Draw a layout for a page in daily Newspaper.

Or

- (b) Explain the stages of design process.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the role of ergonomic design for our life.

Or

- (b) Write the characteristics of designer's mind.

17. (a) Draw and explain the colour wheel.

Or

- (b) Differentiate the additive and subtractive colour mixing.

18. (a) Discuss the role of space in graphic design to enhance the content.

Or

- (b) Draw a layout for a wrapper of a weekly magazine.
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C-8474

Sub. Code

83224

B.Sc. DEGREE EXAMINATION, APRIL 2023

Second Semester

Animation

DIGITAL DESIGN TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Name any two file formats used in graphic design for illustration?
2. Write any two software used to create digital design.
3. What do you mean by image restoration?
4. Write any two advantages of using layers in an image editing software?
5. Draw any two tools used for digital design creation.
6. What is the use of filter in any graphic design software?
7. Name any two principles of design.
8. Write any two principles of painting?
9. Name any two important stages in the history of graphic design.
10. What do you mean by commercial reproduction in digital design?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write the importance of resolution of an illustration .

Or

- (b) Differentiate the analogue and digital illustration.

12. (a) Write the types of image processing techniques.

Or

- (b) Outline the digital image processing with an example.

13. (a) Draw and explain any four tools used in digital art.

Or

- (b) Differentiate the raster and vector graphics.

14. (a) Describe the illustration method to sequential story telling.

Or

- (b) “Creating a concept using visual language is a challenge” – Explain.

15. (a) How do you create portfolio work using various presentation format?

Or

- (b) Write the important stages in the history of graphic design?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draw an illustration for story of your choice and explain the advantages of digital art.

Or

- (b) Explain the principles of composition used in digital design.

17. (a) Write the role of visual language in digital art.

Or

- (b) Discuss the contemporary illustration used in artistic direction.

18. (a) Explain the advantages of digital painting.

Or

- (b) “Restoration of image and sharpening is an art” — Explain with examples.

C-8475

Sub. Code

83232

B.Sc. DEGREE EXAMINATION, APRIL 2023

Third Semester

Animation

ADVANCED ART FOR ANIMATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Focus Test?
2. Define: Live Drawing.
3. Use of Drawing Tool in Gesture Drawing.
4. Define: Force
5. What is cranium in skeleton?
6. List out Four main parts of Skeletal system.
7. What is Fantasy Art?
8. Define: Multiple Character in Art.
9. What is Dynamic Sketching?
10. What is storyboard?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on Focus Test

Or

- (b) Elucidate: Live Drawing

12. (a) Elaborate: Scribbling Techniques

Or

- (b) Differences between Gesture, Figure, and Contour Drawing.

13. (a) Describe about basic Human Anatomy.

Or

- (b) Write a brief note on Muscular System

14. (a) Write brief note on Character Construction Sheet

Or

- (b) Write a note on Action Poses

15. (a) Write brief note on Customized DTP Clothing

Or

- (b) Elucidate: Story Board Basics.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about Cognitive Drawing Skills.

Or

- (b) Describe in detail about Gesture Drawing.

17. (a) Explain in detail Basic Human Anatomy.

Or

- (b) Describe in detail about Drawing Model Sheets.

18. (a) Explain in detail about Narrative Illustration.

Or

- (b) Elucidate in detail about Analytical Figure Drawing.

C-8478

Sub. Code

83242

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Animation

3D MODELING AND TEXTURING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is detailing in 3 D modeling and texturing?
2. Comment on deformers.
3. What do you mean by modular modeling?
4. What is topology in 3D modeling?
5. Differentiate natural and artificial light.
6. Draw and name the 3-point lighting.
7. Comment on handmade texture effect.
8. Write a note on specular map.
9. Name the attributes of light in Maya.
10. What is Composting in Photoshop?

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) Explain the productive modeling with an example.

Or

- (b) Write the role of automated tools for faster results.

12. (a) Explain the importance of topology in 3D modeling and texturing .

Or

- (b) Write the modular modeling techniques.

13. (a) How do you create multiple outputs with same mesh?

Or

- (b) Differentiate the character modeling and environmental modeling.

14. (a) Explain the way of generating essential maps in 3 D modeling and texturing.

Or

- (b) What do you mean by texture pipeline? – Explain.

15. (a) Explain the 3 point lighting with a diagram.

Or

- (b) What are the advantages of digital lighting and rendering?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the importance of uniform spanflow in 3D modeling and texturing.

Or

- (b) Explain the method of modeling in action with examples.

17. (a) Explain the types of surfaces and their response to light.

Or

- (b) How do you achieve perfection in creating 3D modeling and texturing.

18. (a) Differentiate and Global and batch rendering.

Or

- (b) Lights and Colours are basics to tell the story creatively in 3D animation – Discuss.
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C-8479

Sub. Code

83243

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Animation

ADVANCED ANIMATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is rigging?
2. Comment on robot rigging.
3. Expand IKFK.
4. How do you include exaggeration in bouncing ball?
5. What do you mean by UI tool?
6. Comment on secondary action.
7. Write any two principles of animation.
8. Name any two cycles used in animation for games.
9. What is crane shot?
10. Write any two camera attributes?

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) Write the rigging tools with an example.

Or

- (b) “A good rig will automate as much as possible” – Explain.

12. (a) How do you add facial expressions in character rigging?

Or

- (b) Write the spine set up in rigging.

13. (a) Outline the staging in 3D animation.

Or

- (b) Write the advantages of UI tools.

14. (a) Discuss the posing and gestures in character animation.

Or

- (b) Write the steps to handling complex scenes in character animation.

15. (a) Write the handling of cameras for animation.

Or

- (b) Draw and explain the multi camera setup used in animation?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the techniques used in rigging with diagrams.

Or

- (b) Explain the steps in creating a skeleton structure out of joints and bones which deform the model.

17. (a) Explain the weight lifting and body mechanics in animation.

Or

- (b) Draw and explain the role of handheld camera in animation.

18. (a) Explain the elements used for realistic movements and expression in 3D animation.

Or

- (b) Write the advantages of using Model as a camera with a diagram.
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C-8480

Sub. Code

83051/

83251

82851/

83351/

82951

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Animation

BUSINESS OF MEDIA

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name the two broad types of organizations.
2. What does Organizational Structure mean?
3. What are the different types of stakeholders?
4. Who are customers?
5. Name a few Key Terms in business.
6. What is a Marketing Strategy?
7. What is meant by Functional Structure?

8. What is a Community?
9. Name the P's of Marketing Mix.
10. What is meant by Suppliers? Name their role in business.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Franchisees Business with a few examples.

Or

- (b) Write a note on Internal Stakeholders and External Stakeholders.

12. (a) What is meant by Market Analysis? Write down its importance.

Or

- (b) What are the pros and cons of Different Structures? Explain briefly.

13. (a) Briefly explain Microeconomics.

Or

- (b) Explain with an illustration Organisational Structure.

14. (a) What are macro and microeconomics? Write a short note.

Or

- (b) Write a short note on the importance of communication in business.

15. (a) Write a short note on Production and Operations Management.

Or

- (b) What is the role of the Payroll Department in businesses?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the importance of Organisational structures.

Or

- (b) Explain the Pros and Cons of different Business structures.

17. (a) Write about Cooperatives and Franchises.

Or

- (b) Write a note on Not for Profit business.

18. (a) Write a detailed note on Business Objectives and Strategy.

Or

- (b) Write about the role of Human Resources Development managers in businesses.

C-8481

Sub. Code

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

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fifth Semester

PORTFOLIO AND PRESENTATION

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a Portfolio?
2. Name any three basics of a portfolio?
3. What are Effective Showcases?
4. What is Professional presentation skill?
5. What's a digital portfolio?
6. What's a blog?
7. Define Range Format.
8. What is meant by portfolio enhancement?
9. Name any three social networking sites.
10. Name any three software used in developing design for portfolio.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on the importance of presentation skills.

Or

- (b) Explain the Development Techniques and give a few examples.

12. (a) What are the audience's needs that your portfolio may meet? Write a short note.

Or

- (b) What are the advantages and disadvantages of digital portfolios?

13. (a) Explain the importance of design and development of business cards, blog and web pages.

Or

- (b) What's the three click rule? Why is it important for an online portfolio?

14. (a) Write a note on presentation formats.

Or

- (b) Briefly write the importance of updating portfolio with new work.

15. (a) Describe the components of a Portfolio.

Or

- (b) Name any two social media platforms and how they may be used to showcase?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the Elements and principles to be followed in Portfolio design?

Or

- (b) Explain the Do's and Don't's in portfolio development.

17. (a) Write a detailed note on social networking and its relevance to portfolio.

Or

- (b) What are the 4D's of Design Thinking? How may it be used in designing portfolios?

18. (a) Write a note on Portfolio Budget and Deadline planning.

Or

- (b) What are the various checklists before publishing a portfolio?
