

C-8515

Sub. Code

83513

B.Sc. DEGREE EXAMINATION, APRIL 2023

First Semester

Media Technology

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Visual communication.
2. List out the few importance of intercultural communication.
3. Point out the characteristic of communication model.
4. What is semantic?
5. State the advantage of color psychology.
6. What is visual thinking?
7. List out the few salient features of global media.
8. What is interpersonal communication?
9. Define Mass media.
10. What is Propaganda?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about barriers to communication.

Or

- (b) Give a short note on team communication.

12. (a) Describe about Two-step flow theory.

Or

- (b) Discuss the need of model in understanding communication.

13. (a) Briefly explain about sensory perceptions.

Or

- (b) Give a short note on Visual illusion.

14. (a) Describe about denotation culture.

Or

- (b) Point out the challenges of communication.

15. (a) Briefly explain about the functions of mass communication.

Or

- (b) Write a short note on public relations.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Communication as an expression-Justify.

Or

(b) Describe about Whites Gatekeeper theory.

17. (a) Narrate about Digital execution and presentation.

Or

(b) Relationship between culture and communication.
Discuss.

18. (a) Explain the impact and influence of mass media.

Or

(b) Examine the relationship between culture and communication.

C-8516

Sub. Code

83514

B.Sc. DEGREE EXAMINATION, APRIL 2023.

First Semester

Media Technology

DESIGN FUNDAMENTALS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Visualization.
2. List out the few elements in famous design.
3. Point out the basics of color theory.
4. What is Color strategy?
5. State the benefits of typography.
6. What is alignment?
7. List out the few important of parts of layouts.
8. Point out the few guideline for layouts.
9. Define Three point perspective.
10. What is construction methods?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about characteristic of good design.

Or

- (b) Give a short note on analyzing principles in famous design.

12. (a) Describe about role of color contrast.

Or

- (b) Differentiate between additive model and subtractive model.

13. (a) Briefly explain about type families.

Or

- (b) Give a short note on spacing.

14. (a) Describe about geometric and minimal layout.

Or

- (b) Write a short note on grids and layouts.

15. (a) Briefly explain about linear perspective.

Or

- (b) Write a short note on exercises.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about visualizing a word as drawing.

Or

- (b) Narrate about role of colors in printing.

17. (a) Describe about major classification in typography.

Or

- (b) Enumerate about different types of layouts.

18. (a) Explain in detail about different types of perspective views with examples.

Or

- (b) Analyze the role of colour psychology in creating good design.

C-8517

Sub. Code

83523

B.Sc. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Media Technology

WEB DESIGNING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Logo.
2. List out the few process for aligning shapes.
3. Point out the few lasso tools.
4. What is wrapping?
5. State the advantage of creating the side section.
6. What is CSS?
7. List out the few clearing floated elements
8. Point out the steps in construct the page outline
9. Define Inline style.
10. What is email subscribe?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about designing the body content.

Or

- (b) Give a short note on steps for creating new document.

12. (a) Describe about the process of creating banner.

Or

- (b) Differentiate between layer techniques and Optimization techniques.

13. (a) Briefly explain about web authoring application.

Or

- (b) Give a short note on box model.

14. (a) Describe about universal selector.

Or

- (b) Point out the position the icon elements on the page.

15. (a) Briefly explain about usage of web fonts.

Or

- (b) Write a short note on importance of navigation menu.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about historical perspective on web designing.

Or

- (b) Narrate about Process of optimizing images.

17. (a) Describe about identification with ID attribute.

Or

- (b) Explain the steps in creating the site.

18. (a) Explain in detail about process of adding Google fonts to the website.

Or

- (b) How do you create a good logo?
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C-8518

Sub. Code

83524

B.Sc. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Media Technology

DIGITAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Mega pixel
2. List out the few basic camera settings
3. Point out the different angle of view
4. What is framing?
5. State the advantage of speed light
6. What is lens hood?
7. List out the few salient features of the star filter
8. Point out the benefits of reflector
9. Define color balance
10. What is Photo filter?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about camera handling technique.

Or

- (b) Give a short note on image pixel.

12. (a) Describe about role of composition in good photograph.

Or

- (b) Differentiate between positive and negative space.

13. (a) Briefly explain about functions of macro lenses.

Or

- (b) Give a short note on product photography.

14. (a) Describe about environmental portraits.

Or

- (b) Point out the importance of fashion photography.

15. (a) Briefly explain about few image editing software.

Or

- (b) Write a short note on fill light and key light.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about historical background of photography.

Or

- (b) Narrate the need of knowledge about understanding the light temperature.

17. (a) Describe about different types of lights and its importance in photography.

Or

(b) Enumerate about skills needed for working with cameras.

18. (a) Explain about interpretative assignment: CD/ Album Design.

Or

(b) Describe about the digital camera available in the market and its specification.

C-8519

Sub. Code

83542

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Media Technology

NON LINEAR EDITING

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Time code.
2. List out the few elements in editing.
3. Point out the process of insert editing.
4. What is overlay?
5. State the functions of displaying transitions.
6. What is recording effects?
7. List out the few importance of hiding the timeline beyond a clip.
8. Point out the process of removing all key frames of an effect.
9. Define Audio editing.
10. What is compression?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about the progressive scan video.

Or

- (b) Write a short note on editing time base.

12. (a) Describe about role of editing interface.

Or

- (b) Differentiate between title safe and action safe zone.

13. (a) Briefly explain about dragging.

Or

- (b) Give a short note on standard effects.

14. (a) Describe about changing filter effects.

Or

- (b) Point out the process of selected clip for playing audio.

15. (a) Briefly explain about process of generate a sequence automatically.

Or

- (b) Write a short note on different types of video formats.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about significance of editing in video and audio.

Or

- (b) Narrate about trimming using slip and slide edits.

17. (a) Describe about process of removing multiple effects applied to a clip.

Or

- (b) Enumerate about change effects over time using key frames.

18. (a) Explain in detail about functions of audio mixer window.

Or

- (b) Describe about File export settings.

C-8520

Sub. Code

83543

B.Sc. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Media Technology

ADVANCED ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define- Human anatomy.
2. List out the few steps in full body finish.
3. Point out the details of facial features.
4. What is Head study?
5. State the essentials of character designing.
6. What is cute character?
7. List out the importance of different lightings.
8. Point out the benefits of Character sheet.
9. Define- Concept art.
10. What is Run cycle?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Briefly explain about male body proportions.

Or

- (b) Give a short note on fore shortening.

12. (a) Describe about facial expression and emotions.

Or

- (b) Differentiate between male body muscles and female body muscles.

13. (a) Briefly explain about 3D Visualization.

Or

- (b) Give a short note on set design.

14. (a) Describe about different angles.

Or

- (b) Point out the criteria for selecting the locations in shoot.

15. (a) Briefly explain about Drawing animation sequences.

Or

- (b) Draw a simple sketch of fly cycle.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about constructing stick figures.

Or

- (b) Narrate about drawing heads in various angles.

17. (a) Describe about different types of character.

Or

- (b) Enumerate in detail about drawing a character in various action poses.

18. (a) Explain the following:

- (i) Walk cycle drawings
- (ii) Breakups
- (iii) In-between drawings

Or

- (b) Describe the ability needed to draw a dynamic art.
