

**C-0783**

**Sub. Code**

**83813**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**First Semester**

**Multimedia**

**GRAPHIC DESIGNING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Logo?
2. What is gradient fill?
3. What do you mean by rasterization?
4. Write a note on Opacity Mask.
5. Write any two advantages of using Live Trace.
6. Draw a live paint tool and write its uses.
7. What is CMYK?
8. Comment on Book Design.
9. Write a note on pdf.
10. What do you mean by Pagination?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Design a Logo for your department and explain the elements.

Or

- (b) How do you design a flyer for animation course?

12. (a) Design an Advertisement for a product of your choice.

Or

- (b) Write the advantages of using Poster for creating awareness about Green environment.

13. (a) Design a menu card for a Non-Vegetarian Restaurant.

Or

- (b) Write the importance of packaging in Graphic Design.

14. (a) Explain the process of creating a newsletter for Alagappa University.

Or

- (b) How do you design a Master Page for a Book?

15. (a) Explain the editing tools with examples.

Or

- (b) How do you synchronize the book documents?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) White space is not your enemy while you design an Advertisement? Justify.

Or

- (b) Elaborate on Digital Illustration.

17. (a) Design a poster about any healthcare product with Illustration in the place of photographs.

Or

- (b) Design a Book Wrapper of your choice.

18. (a) Graphic Design plays a vital role in the Digital Age – Discuss.

Or

- (b) Explain the importance of typography, Colour and Illustration in the Graphic Design.
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**C-0785**

**Sub. Code**

**83831**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Multimedia**

**MODELING AND TEXTURING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is editing nurbs?
2. Define orthographic windows.
3. How texture maps are useful?
4. What is Sculpting?
5. What is Displacement map?
6. Write a note on Color map.
7. Define Directional Light.
8. List the merits of Character Lighting.
9. What is SSS Shader?
10. What is Diffuse Pass?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss any one Communication theory.

Or

- (b) Highlight the barriers to Communication.

12. (a) Write a short note on News Values.

Or

- (b) Discuss about the regional language Cinema.

13. (a) Write about Digital Audio Broadcasting.

Or

- (b) Discuss about the growth of Music Industry.

14. (a) Write briefly about Children and the media.

Or

- (b) Outline the Psychology of Media Audiences.

15. (a) Discuss about the role of E-Governance.

Or

- (b) Highlight the growth of Telecommunication after Internet.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different types of Communication.

Or

- (b) Prepare a Storyboard for any short film of social relevance.

17. (a) Explain the impact of Cinema on Society.

Or

(b) Elaborate on the merits of Folk and Traditional Media.

18. (a) Explain about Mass Media, Culture and Development.

Or

(b) Elaborate on Intellectual Property Rights

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**C-0786**

**Sub. Code**

**83832**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Multimedia**

**VIDEO AND AUDIO EDITING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is program view?
2. Define Timeline.
3. List the uses of editing.
4. What is workspace?
5. Define action safe zone.
6. Write a note on trim window.
7. What is Key frame area?
8. List the merits of Video effects.
9. What is amplitude?
10. Write the uses of audio mixer window.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the functions of source view.

Or

- (b) Highlight the importance of editing time base.

12. (a) How will you split a clip?

Or

- (b) Discuss about applying and controlling standard effects.

13. (a) Write about changing filter effects and settings.

Or

- (b) Discuss about the need of applying Video effects.

14. (a) Write briefly about file export settings.

Or

- (b) How will you export different video formats?

15. (a) Discuss about the technique of mixing voice and music.

Or

- (b) Highlight the significance of audio software interface.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the principles of editing.

Or

- (b) Elaborate on the merits of Online Editing.



17. (a) Prepare a storyboard on any socially relevant theme.

Or

(b) Elaborate on customizing the rendering format, Video codec's and compression.

18. (a) Explain the different types of audio mikes.

Or

(b) Elaborate on export audio and noise reduction.

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**C-0787**

**Sub. Code**

**83833**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Multimedia**

**RIGGING AND ANIMATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define animation
2. What is character design?
3. What is skinning in animation?
4. Comment on retargeting.
5. What is bind pose?
6. Write a brief note on key frame
7. What is character walk cycle?
8. Define time code
9. What is rigging?
10. Write the uses of set driven key.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Why rigging is important in animation?

Or

(b) Briefly discuss about the constrains and types.

12. (a) What are the steps involved in creating facial controls and eye controls in rigging?

Or

(b) Write about the characteristics of character study.

13. (a) What are the steps involved in finalizing animation layers?

Or

(b) How animation layer works?

14. (a) How to tweak and finalize the characters in animation?

Or

(b) What are the different ways used to give starting and ending passes to the characters?

15. (a) Write on camera blocking for the animation.

Or

(b) How does motion capture system work?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give an account on source data and custom rig in Maya.

Or

- (b) Identify the steps involved in adding elbow and Ik control system.

17. (a) Analyze the principles of animations with examples.

Or

- (b) Explain in detail about the process of character controls and character walk cycle.

18. (a) Elaborate on basic study elements of rigging tools.

Or

- (b) How will you construct spine joints, shoulder, neck and head bones?

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**C-0788**

**Sub. Code**

**83834**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Multimedia**

**COMPOSITING TECHNIQUES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by compositing?
2. Define node.
3. Give examples for compositing software.
4. What do you mean by keylight?
5. Comment on Jitter period.
6. Write a brief note on key frame
7. What is mid tone?
8. What do you mean by saturation?
9. Give examples of any two movies that used compositing.
10. How will you delete track point?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How will you edit the multiple node?

Or

(b) Outline about Interface and work flow.

12. (a) Write a short note on screen matte and screen gain.

Or

(b) Write about screen balance and tuning.

13. (a) Describe about the tracking process.

Or

(b) Outline about key frame tracking.

14. (a) Write briefly about Cusp and Smooth Point.

Or

(b) Outline about basic color Correction.

15. (a) What is layer Compositing?

Or

(b) Discuss about shuffle Node and shuffle copy.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on Rotoscopy methods.

Or

(b) Explain the difference between 2D tracking and 3D tracking.

17. (a) Explain Bezier Spline, B-spline, Gamma Color, Gain value and offset.

Or

(b) Explain Auto tracking, Key frame tracking and average tracking.

18. (a) Explain EXR, TIFF, TGA and PNG format.

Or

(b) Elaborate on 3D camera tracking, Geometry and node adjustments.

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**C-1332**

**Sub. Code**

**83811**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**First Semester**

**Multimedia**

**INTRODUCTION TO COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which type of communication includes both verbal and non-verbal elements?
  - (a) Mass communication
  - (b) Interactive communication
  - (c) Group communication
  - (d) Indian communication theory
  
2. What is one of the barriers discussed related to communication?
  - (a) Cultural diversity
  - (b) Linguistic fluency
  - (c) Effective feedback
  - (d) Technological advancements



3. Which medium is discussed in terms of 'Pioneers' and 'The Golden Age'?"
  - (a) Radio
  - (b) Television
  - (c) Cinema
  - (d) Folk and Traditional media
  
4. What topic is NOT covered in Unit II?
  - (a) Film censorship
  - (b) Journalism for development
  - (c) History of radio
  - (d) Impact of cinema on society
  
5. Which mass medium is associated with the growth of the Radio Industry?
  - (a) Television
  - (b) Folk and Traditional media
  - (c) Music industry
  - (d) Digital Audio Broadcasting
  
6. Which mass medium is examined in Unit III for its role in Indian society?
  - (a) Folk and Traditional media
  - (b) Advertising and Public Relations
  - (c) Book Publishing
  - (d) Mass Communication

7. How are mass media and politics related?
- (a) Development of television as a mass medium
  - (b) Theories of media effect
  - (c) The gaming industry's impact on society
  - (d) Mass media's role in shaping public opinion
8. What is the term used to describe the study of how media audiences perceive and interact with media content?
- (a) Audience Measurement
  - (b) Audience Surveys
  - (c) Theories of Media Effects
  - (d) Mass Communication
9. Which technological advancement is discussed in the context of "Information Technology in India"?
- (a) Development of the Internet
  - (b) E-Commerce
  - (c) Folk and Traditional media
  - (d) Mass media formats and genres
10. In the context of "Mass media, Intellectual Property Rights," what is discussed?
- (a) History of information technology
  - (b) Legal aspects related to media content ownership
  - (c) Audience surveys
  - (d) Development of television formats

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate between verbal and non-verbal communication.

Or

- (b) What are the common barriers to effective communication, and how can they be overcome?

12. (a) Discuss the role of journalism in promoting development.

Or

- (b) Discuss the role of film censorship in the context of freedom of expression and its implications for the film industry.

13. (a) Compare and contrast different radio formats and genres.

Or

- (b) Discuss the music industry's influence on mass media and culture.

14. (a) Explain the role of mass media in shaping public opinion and its impact on politics.

Or

- (b) Analyze the portrayal of women in mass media and its implications for gender representation and stereotypes.

15. (a) How does media influence cultural practices?

Or

- (b) Discuss the impact of the gaming industry on mass media and intellectual property rights.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the importance of communication in human interactions.

Or

- (b) Identify and discuss common barriers to effective communication.

17. (a) Explain the history of journalism and its evolution. Discuss the role of journalism in societal development and its impact on public opinion.

Or

- (b) Examine the influence of cinema on society, from its pioneers to the Golden Age.

18. (a) Discuss the different formats and genres of radio programming.

Or

- (b) Explore the roles of advertising and public relations in mass communication.

19. (a) Discuss the relationship between mass media, politics, and public opinion.

Or

- (b) Analyze the representation of women in the mass media.

20. (a) Discuss the history of information technology in India and the impact of the information revolution.

Or

- (b) Explore the role of family and social networks in the digital age.
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**C-1333**

**Sub. Code**

**83812**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**First Semester**

**Multimedia**

**VISUAL PRESENTATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Why is creativity important in design?
  - (a) It makes designs more complex
  - (b) It helps in analyzing famous designs
  - (c) It enhances the visual appeal of designs
  - (d) It brings innovation and uniqueness to designs
  
2. What is the significance of visualizing a word as a drawing in design?
  - (a) It improves typography
  - (b) It aids in color selection
  - (c) It enhances creativity
  - (d) It helps in visualization
  
3. What is the purpose of preparing swatches in design?
  - (a) To create color harmony
  - (b) To analyze famous designs
  - (c) To select appropriate fonts
  - (d) To blend colors

4. Which topic deals with the emotional and psychological impact of colors?
  - (a) Color blending
  - (b) Color schemes
  - (c) Color psychology
  - (d) Color contrast
  
5. When selecting fonts for a design, what should be considered?
  - (a) The number of graphics used
  - (b) The size of the paper
  - (c) Color contrast
  - (d) Spacing and alignment
  
6. Which topic deals with the importance of graphics and their classifications?
  - (a) Typeface anatomy
  - (b) Image manipulation
  - (c) Selecting appropriate fonts
  - (d) Major classifications of graphics
  
7. What is the role of grids in design layout?
  - (a) To add complexity
  - (b) To structure the layout
  - (c) To select appropriate fonts
  - (d) To analyze famous designs
  
8. In the design process, what is the focus of brochure designing?
  - (a) Typography
  - (b) Color blending
  - (c) Grids and layouts
  - (d) Storytelling
  
9. What is the primary purpose of slide layout in a presentation?
  - (a) Adding bullet points
  - (b) Enhancing social awareness
  - (c) Combining text and graphics
  - (d) Creating corporate presentations

10. Which topic focuses on the integration of audio and visual elements in a presentation?
- (a) Planning the presentation
  - (b) Text vs. Graphics
  - (c) Fonts
  - (d) Social awareness presentation

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the key elements and principles of design?  
Or
- (b) Provide examples of famous designs and analyze the principles and elements used in them.
12. (a) Explain the differences between additive and subtractive color models.  
Or
- (b) How can Adobe Kuler be used in design, and what are the steps for preparing swatches?
13. (a) Explain the importance of graphics in design and discuss major classifications of graphics.  
Or
- (b) How can image manipulation enhance design?
14. (a) Describe the role of grids in design and their importance in creating structure.  
Or
- (b) Provide exercises that involve creating various print design layouts, such as minimal/flat, geometric, card layout, and modular/grid-based designs.
15. (a) Discuss the importance of storytelling in presentations.  
Or
- (b) Compare and contrast the use of text Graphics in presentations.



**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the characteristics of a good design. Provide examples to support your explanation.  
Or  
(b) Discuss the concept of creativity in design.
17. (a) What are the basics of color theory, and how do they influence design? Explain the attributes of color and their significance in design.  
Or  
(b) Explain the psychological aspects of color and its role in design strategy.
18. (a) Explain the anatomy of typefaces and their classifications. How does typography impact design and readability?  
Or  
(b) Select a newspaper typeface and analyze its characteristics. How does typography contribute to the effectiveness of newspaper design?
19. (a) Discuss the different types of layouts and layout guidelines.  
Or  
(b) Explain the importance of typography in page layout. Describe the design process for creating a brochure.
20. (a) Describe the elements of effective presentation planning, including storytelling and slide layout.  
Or  
(b) Create a social awareness presentation on corporate presentation, outlining the key design elements and strategies you would employ to make it compelling and impactful.

**C-1334**

**Sub. Code**

**83813**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**First Semester**

**Multimedia**

**GRAPHICS DESIGNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of the Attributes panel in a Vector application?
  - (a) Logo designing
  - (b) Using the pathfinder feature
  - (c) Aligning objects
  - (d) Managing object attributes
  
2. How can you align multiple objects in a Vector application?
  - (a) Using the transform again command
  - (b) Creating symbols
  - (c) Aligning objects
  - (d) Using the Live Trace

3. What is the purpose of creating symbols in Vector design?
  - (a) Reusing elements efficiently
  - (b) Using the Mesh tool
  - (c) Advertisement designing
  - (d) Changing page margin settings
4. What technique is commonly used for poster designing in Vector applications?
  - (a) Using the Live. Trace
  - (b) Using the Mesh tool
  - (c) Applying a gradient fill
  - (d) Creating symbols
5. Which tool is used for converting a raster image into vector graphics?
  - (a) Using the live paint tool
  - (b) Using the Live. Trace
  - (c) Aligning objects
  - (d) Creating an Opacity mask
6. In Vector design, what does 'Rasterization' refer to?
  - (a) Changing the units
  - (b) Converting Type to Outlines
  - (c) Placing images
  - (d) Converting vector graphics to bitmap images

7. What is the term for specifying automatic page numbering in a pagination application?
  - (a) Synchronizing book documents
  - (b) Restoring default Preferences
  - (c) Applying a gradient fill
  - (d) Adding hyperlinks
8. Which feature helps you create and apply consistent formatting to text in a pagination application?
  - (a) Using the Mesh tool
  - (b) Creating symbols
  - (c) Creating and applying paragraph styles
  - (d) Using the Transform Again command
9. How can you wrap text around objects in a pagination application?
  - (a) Creating an Opacity mask
  - (b) Editing styles
  - (c) Using the Live. Trace
  - (d) Wrapping text around objects
10. What is the primary purpose of creating a book file in a pagination application?
  - (a) Specifying automatic page numbering
  - (b) Exporting to PDF
  - (c) Managing multiple documents as a single project
  - (d) Changing page margin and column settings

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the Pathfinder feature, and how does it enhance vector artwork creation?

Or

- (b) Describe the use of the Attributes panel and its significance in applying a gradient fill to vector designs.

12. (a) How can the Pencil tool be effectively utilized in digital illustration?

Or

- (b) Explain the purpose and process of using the Mesh tool in graphic design, with an example.

13. (a) How can Appearance attributes be used to enhance the visual appeal of text and objects?

Or

- (b) Explain the significance of changing units in a design project and when it may be necessary.

14. (a) How do you create and apply paragraph styles in the context of newsletter and book designing?

Or

- (b) How can you customize page margins and column settings, and why might this be necessary in book design?

15. (a) How do you display and hide master page items, and what purpose does this serve in document design?

Or

- (b) Discuss the techniques for editing styles and wrapping text around objects effectively.

**Part C** (5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the significance of changing the view of artwork in vector design.

Or

- (b) How do shape tools aid in vector design, and what are some common use cases for these tools?

17. (a) What are symbols in vector design, and how are they created and utilized effectively? Give an example of a design scenario where symbols are beneficial.

Or

- (b) Discuss the Mesh tool in vector design and its applications.

18. (a) Explain the significance of using appearance attributes in vector design.

Or

- (b) Discuss the process of changing units in a vector application.

19. (a) Why is it important to understand and be able to restore default preferences in a pagination application? Discuss the potential consequences of not doing so.

Or

- (b) How can master pages be effectively used in document design? Provide examples of scenarios where master pages streamline the layout process.
20. (a) Explain the process of placing images in a document and the benefits of automated text flow.

Or

- (b) Discuss the importance of understanding PDF in document design. What are hyperlinks in PDFs and how can they be added to enhance document interactivity?
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**C-1335**

**Sub. Code**

**83814**

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**First Semester**

**Multimedia**

**SCRIPTING AND STORY BOARDING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a crucial consideration during the concept creation process?
  - (a) Budget planning
  - (b) Post-production scheduling
  - (c) Target audience
  - (d) Visual effects
  
2. In concept creation, what does “SWOT” analysis primarily help with?
  - (a) Budget planning
  - (b) Identifying strengths, weaknesses, opportunities, and threats
  - (c) Choosing the best camera equipment
  - (d) Writing engaging dialogue



3. What is the purpose of the “action” element in a screenplay?
  - (a) To describe the dialogue of the characters
  - (b) To outline the physical movements and activities of the characters
  - (c) To provide directions to the director and cameraperson
  - (d) To list the cast and crew credits
  
4. Which screenplay element typically includes the character’s name followed by their dialogue?
  - (a) Slugline
  - (b) Action
  - (c) Dialogue
  - (d) Parenthetical
  
5. In which scenario would you use an “Extreme Long Shot” to create a sense of isolation and vulnerability?
  - (a) A heated argument between two main characters
  - (b) A crowd scene at a joyous festival
  - (c) A romantic close-up during a first meeting
  - (d) A suspenseful chase through a dense forest
  
6. Which element is often less emphasized in an “Extreme Long Shot”?
  - (a) The visual grandeur of the setting
  - (b) The spatial relationships between characters and objects
  - (c) The context and environment in which the story unfolds
  - (d) The nuances of a character’s facial expressions

7. Which of the following elements is NOT typically considered when sketching a character's personality for a story?
- (a) Physical appearance
  - (b) Backstory and history
  - (c) Dialogue and speech patterns
  - (d) The color scheme of the character's clothing
8. What aspect of a character's personality is conveyed through their dialogue and speech patterns in a story?
- (a) Their physical appearance
  - (b) Their motivations and goals
  - (c) Their intelligence and knowledge
  - (d) Their communication style and emotional traits
9. In film making, when the camera moves upwards while pointing at the subject, which camera movement arrow is typically used?
- (a) Right pan arrow    (b) Left pan arrow
  - (c) Tilt up arrow        (d) Tilt down arrow
10. When the camera moves closer to a subject to provide a detailed view, which camera movement arrow is typically used to indicate this action?
- (a) Zoom in arrow        (b) Pan up arrow
  - (c) Dolly right arrow    (d) Tilt down arrow

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the key elements you consider when crafting a narrative for a product-based story.

Or

- (b) Explain the importance of research and fact-checking in documentary-based story writing.
12. (a) What are the key considerations when identifying a suitable story concept or idea for a film project?

Or

- (b) Define the essential components that make up the anatomy of a screenplay.
13. (a) Explore the concept of the point-of-view (POV) shot and its influence on audience immersion.

Or

- (b) Discuss the significance of different shot types, including the extreme long shot (ELS), long shot, and close-up, in cinematic storytelling.
14. (a) Describe the role of background sketches in creating the visual setting for a film.

Or

- (b) Explain the significance of sketching characters' facial expressions, body language, and attire in character design.

15. (a) What are some key staging techniques in filmmaking and how do they impact the visual storytelling within a scene?

Or

- (b) What is the purpose of drawing shot panels in film making, and how do they aid in shot planning and visualization?

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the significance of concept creation in the context of product-based story writing.

Or

- (b) Discuss the critical relationship between budget planning and production scheduling in filmmaking.

17. (a) Explain the process of identifying a suitable story concept or idea for a film.

Or

- (b) Explore the fundamental components that constitute the anatomy of a screenplay.

18. (a) Examine the role of camera movements and techniques such as zooming in, trucking in, tilting up, and panning left in filmmaking.

Or

- (b) Explore the concept of the point-of-view (POV) shot and its influence on audience immersion.

19. (a) Discuss the significance of sketching characters' personalities, costumes and poses in the visual development of a film.

Or

- (b) Examine the process of sketching the features of backgrounds, including exteriors and interiors of buildings, in various perspectives.
20. (a) Examine the art of composing characters, backgrounds and props within individual shots in filmmaking.

Or

- (b) Elaborate on the purpose and importance of drawing shot panels in storyboarding.
-