B.Sc. DEGREE EXAMINATION, NOVEMBER 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.   What is Visual communication?

2.   List the importance of visual communication.

3.   What is Lasswell's model?

4.   Define Two-step flow theory.

5.   What is semiotics?

6.   Define optical illusion.

7.   What is connotation?

8.   What is cross cultural communication?

9.   Define Mass media.

10. What is Print media?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write briefly about communication.

Or

(b) Differentiate between interpersonal and Intrapersonal communication.

12. (a) Write about SMCR model.

Or

(b) Write briefly about Whites Gatekeeper theory.

13. (a) Write short notes on narrative representation.

Or

(b) Write a brief note on color psychology.

14. (a) Write briefly about global media.

Or

(b) What is multi cultural content? Discuss briefly.

15. (a) Write in brief about the theories of Mass media.

Or

(b) Differentiate between Traditional media and Digital media.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the barriers to communication.

    Or

    (b) Write is detail on the types of communication.

17. (a) Explain in detail about the Dance's Helical model.

    Or

    (b) Write a detailed note on Design execution and presentation.

18. (a) Discuss the relationship between culture and communication in detail.

    Or

    (b) Write is detail about the functions of mass communication.

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C–0228

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Second Semester

Media Technology

WEB DESIGNING

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is web transition?

2.   Define mockup landing.

3.   What is clipping mask?

4.   Define selection tool.

5.   What is HTML?

6.   Define web page.

7.   What is Universal selector?

8.   Define site.

9.   What is a navigation bar?

10.   Define inline style.

Part B $(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) Write a brief note on Image editing applications.

Or

(b) Write short notes on creating digital wireframe.

12. (a) What is magic wand tool? Briefly explain.

Or

(b) Write short notes on applying a gradient fill.

13. (a) Write short notes on Class selector.

Or

(b) What is DIV? Write briefly.

14. (a) Write briefly about the floating element.

Or

(b) Write short notes on adding span tag.

15. (a) What is vendor prefix? Write briefly.

Or

(b) Write about using web fonts.

Part C $(3 \times 10 = 30)$

Answer **all** the questions.

16. (a) Explain in detail about creating the layout and aligning shapes.

Or

(b) Write is detail about designing a mockup landing page.

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17. (a) Explain the process of optimizing images using Slice tool in detail.

Or

(b) Explain in detail about the process of inserting body container and creating the side section.

18. (a) Explain how to position the icon elements on the page and setting position values.

Or

(b) Describe the process of adding Google fonts to website and adding an email subscribe.

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B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Media Technology

INTERACTIVE ANIMATION TECHNIQUES

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Mention any two animation software.

2. Define stage.

3. What is the use of gradient tool?

4. What is stop motion?

5. What is a layer in graphic design?

6. Define Animation.

7. What is banner design?

8. What is blur?

9. What is hand coding?

10. What is the use of labels?

Answer **all** the questions.

11. (a) What is workspace? Discuss the components of the flash workspace.

Or

(b) Write short note on publishing a movie.

12. (a) What is Key frames and In-Between frames?

Or

(b) How will you create frame by frame animation?

13. (a) Write the difference between bitmap and vector graphics.

Or

(b) How to select multiple frames in flash? Explain the process.

14. (a) Define and outline the role of graphic symbol in animation.

Or

(b) How will you create banner advertisements?

15. (a) What is transition in Animation and list its uses?

Or

(b) Write a note on the importance of selecting multiple frames.

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Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Elaborately discuss the steps of previewing and publishing a movie.

Or

(b) What are the basic tools for creating shapes and Changing shape contour?

17. (a) What are the five types of animation? Explain the four basic techniques used in animation.

Or

(b) Explain Masking and the steps involved in creating buttons.

18. (a) What is Action Script 3.0? Discuss the script terminology and its advantages.

Or

(b) How do you make an interactive recipe book? Discuss the steps in animation software.

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3 **C–0232**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Media Technology

PRE PRODUCTION AND SHOOTING TECHNIQUES

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Why do we need script?

2.   List the uses of storyboard.

3.   When low angle is used?

4.   Mention the basic camera angle.

5.   What is 30 degree rule?

6.   What is Clap board?

7.   Expand TLR and DSLR.

8.   What is Deep focus?

9.   What is SFX?

10. What is Final Editing?

Answer **all** the questions.

11. (a) What is Synopsis? Explain.

    Or

    (b) Write the importance of planning budget.

12. (a) What is the difference between a dolly shot and a tracking shot?

    Or

    (b) Discuss Dutch Angle and Over the Shoulder Shots with examples.

13. (a) What is camera blocking and why is it important?

    Or

    (b) Give a short note on three point lighting.

14. (a) Comment on different types of storage format.

    Or

    (b) Define Depth of field and its types.

15. (a) What does re–recording for film mean?

    Or

    (b) State the different between voice over and dubbing.

C–0233

Part C　　　　　　　　(3 × 10 = 30)

Answer **all** the questions.

16. (a) How do you define character? Explain the types of character.

Or

(b) What are the guidelines for writing story? Explain the steps in detail.

17. (a) Elaborate on camera shots, angles and movements in film making.

Or

(b) Explain the different types of shots with example.

18. (a) Comment on Lens characteristics, functions and its types.

Or

(b) What is editing? Explain the process of adding visual and audio sound effects with suitable reference.

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3　　　　　　　　　　　**C–0233**

C–0234		Sub. Code
		83534

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Media Technology

2D GRAPHICS AND ANIMATION

(2019 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   Define Animation.

2.   What is anticipation in animation?

3.   Write a short note on time line.

4.   Define symbol

5.   What is long shot?

6.   Write short note on cut in shot.

7.   What is sack animation?

8.   Write about any two special effects in animation.

9.   Write down the importance of audio in animation

10.   What is lip sync?

Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a brief note on traditional animation process.

       Or

   (b) What is stretch and squash in animation? Where do you use this method?

12. (a) Differentiate 2D and 3D animation with brief explanation.

       Or

   (b) Explain the following concepts in brief

       (i)   Timeline

       (ii) Symbols

       (iii) Tweening

13. (a) What are the procedures involved in story board creation for animation?

       Or

   (b) Write a brief note on camera transitions.

14. (a) How to create cartoonish vehicle loop animation using tween? Explain in brief.

       Or

   (b) Elaborate the process involved in four leg walk cycle creation.

C–0234

15. (a) Write a brief note on importing audio elements and managing audio files.

Or

(b) What is single character acting and lip sync animation? Explain in brief.

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the principles of animation.

Or

(b) Explain the basic camera shots with suitable diagram.

17. (a) What is character animation? Elaborate the process involved in character animation preparation.

Or

(b) How will you design a story board for any public service advertisement? Explain with suitable diagram.

18. (a) Write a detailed note on rigging and setting pivot points.

Or

(b) What are the role and importance of audio in animation? Explain with detail explanation.

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C–0234

C–0235	Sub. Code
	83551

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

Media Technology

MOTION GRAPHICS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is play head?

2.   Write any four selection tool.

3.   Brief on free transform tool.

4.   What is kerning?

5.   Write notes on color.

6.   Brief on masking.

7.   How do you import audio file in graphics?

8.   What are thumb nails?

9.   Write notes on clay animation.

10. Brief on rendering queue.

Answer **all** questions.

11. (a) Explain Interface navigation.

Or

(b) Describe character development process.

12. (a) Explain Expression and automation.

Or

(b) Write notes on rendering and exporting.

13. (a) Write an essay on 2d tracking and track marker.

Or

(b) What are the different types of spline control?

14. (a) How do you create text layers in motion graphics?

Or

(b) What are the fundamentals of design?

15. (a) How do you make a particle world in After Effects?

Or

(b) Write short notes on character model sheet for 2D and 3D.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Compositing techniques.

Or

(b) Write down the process of creating project window,

17. (a) Explain stabilizing footage.

Or

(b) How do filters work? Explain.

18. (a) Write down the different types of video format.

Or

(b) Explain masking.

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C–0235

C–0236	Sub. Code
	83552

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

Media Technology

DYNAMICS SIMULATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all the** questions.

1.   What is particle?

2.   Write short note on volume emitter.

3.   Write short note on air field.

4.   Write short note on noise level.

5.   What is active key?

6.   Write short note on rigid body.

7.   Write short note on multipoint.

8.   What is ramp position?

9.   Write short note on blobby surface.

10.   What is software rendering?

Answer **all the** questions.

11. (a) Write brief note on particle collision event editor.

    Or

    (b) Write brief note on sprite wizard.

12. (a) Explain Turbulence field attributes.

    Or

    (b) What are the different types of axis controls?

13. (a) Write brief note on soft body simulation in 3d application.

    Or

    (b) How to create nail constrain?

14. (a) Write about fluid 2d container.

    Or

    (b) Write brief note on Ramp acceleration.

15. (a) What are the hard rendering attributes?

    Or

    (b) How to render alpha sequence frame from software render?

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Part C (3 × 10 = 30)

Answer **all the** questions.

16. (a) Write detail note on particle and particle options. What is the role of particle in dynamic simulation?

Or

(b) Elaborate the emitter types with detail explanation and suitable diagram.

17. (a) Explain the different types of field.

Or

(b) Illustrate the process of creating any example using active rigid body.

18. (a) How will you create fluid effects? Explain with suitable diagram.

Or

(b) Illustrate the process involved in setting up the camera. Explain with suitable diagram.

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C–0236

C–0237	Sub. Code
	83555A

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

Media Technology

ADVANCED MODELING AND TEXTURING

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Write short note on basic shapes.

2. What is split polygon tool?

3. Define UV texture

4. How to align UV's?

5. What is ramp shader?

6. Write short note on lambert

7. Write short note on frame padding

8. How to take a snapshot?

9. What is stencil?

10. Write short note on paint layers

Part B $(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) How to use split polygon tool?

         Or

     (b) Write brief note on using the subdivide proxy option

12. (a) Interpret the usage of spherical mapping.

         Or

     (b) Write brief note on UV texture editor window.

13. (a) Write brief note on 3D application hypershade material

         Or

     (b) Explain the following in brief

         (i)   Blinn

         (ii) Anisotropic

         (iii) Ponge E

14. (a) Write brief note on Rendering test outputs.

         Or

     (b) Elaborate the different types of channel in brief.

15. (a) Write brief note on sculpt layers.

         Or

     (b) What are the process involved in map creation?

C–0237

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How to create organic character? Illustrate the step by step process in detail.

Or

(b) Write detail note on usage of different types of mapping with suitable example.

17. (a) What are the important points you should remember while designing texture of any object? Explain with suitable example.

Or

(b) Illustrate the process involved in 2d texturing map designing. Explain in detail

18. (a) What is the need of sound knowledge on rendering? Explain in designers perspective.

Or

(b) Illustrate the process involved in sculpting a wooden log. Explain in detail.

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3 **C–0237**

C–0238	Sub. Code 83555B

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

Media Technology

RIGGING AND ANIMATION

(2019 onwards)

Duration : 3 Hours　　　　　Maximum : 75 Marks

Part A　　　　$(10 \times 2 = 20)$

Answer **all** the questions.

1. Write short note on Bipped rigging.

2. Write short note on Mirroring joints.

3. What do you mean by kinematics?

4. What is real joint?

5. Write short note on rigging.

6. Define modeling.

7. Write short note on arc.

8. Write short note on key poses.

9. What is trax editor?

10. Write short note on walk graph.

Answer **all** the questions.

11. (a) Name the bones with brief explanation.

Or

(b) How to reverse the loot lock for leg? Explain with suitable diagram.

12. (a) Elaborate the leg IK to FK switching process in brief.

Or

(b) Explain the process of bridging the IK to real joints in brief.

13. (a) Explain the importance of facial rigging in animation.

Or

(b) Write brief note on placing the head and neck joints.

14. (a) Write brief note on animation basics.

Or

(b) Write brief note on straight ahead and pose to pose principle of animation.

15. (a) Write brief note on walk in-betweens and break downs.

Or

(b) What do you know about walk graph curve fine tuning?

C–0238

Part C (3 × 10 = 30)

Answer **all the** questions.

16. (a) Write detail note on basic principles of animation with suitable diagram.

Or

(b) Illustrate the entire process of creating mouth shapes and expressions.

17. (a) Analyse any two famous 3D animation movie character in the aspect of rigging.

Or

(b) Write detail note on head skeleton setup and bridging controls for head.

18. (a) Explain the importance of mirroring the half shape process. What sort of objects can be created by using this process? Explain in detail.

Or

(b) Illustrate the creation of biped walk for any fictional character with suitable diagram.

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3 **C–0238**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

Media Technology

ADVANCED COMPOSITING TECHNIQUES

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is time line?

2. What is mask in composting technique?

3. What is pre matte?

4. Define camera movement.

5. Write short note on roto shape

6. Write few words about Clone method

7. Define HDRI.

8. Name any three compositing software.

9. Define texture.

10. What is material node?

Answer **all** the questions.

11. (a) Write brief note on the interface and different view ports.

Or

(b) Write brief note on Node behaviour.

12. (a) How to set up camera with character movement? Explain with suitable example.

Or

(b) Write brief note on principle of keying method.

13. (a) Elaborate the four point Tracking method with brief explanation.

Or

(b) Explain the Rig removal method with brief explanation.

14. (a) Write brief note on wire removal methods.

Or

(b) Elaborate the process of spherical projection method with brief explanation.

15. (a) What are the importance of matching the lights?

Or

(b) What are the shader attributes? Explain in brief.

C–0239

Part C $(3 \times 10 = 30)$

Answer **all** the questions.

16. (a) Write detail note on creating different type of node tree structure with suitable example.

Or

(b) Explain the following in detail :

(i) Understanding channel

(ii) Selecting mask

(iii) Merging image.

17. (a) Explain Bezier node drawing, node keys and node mastering.

Or

(b) Elaborate the different keying method using IBK Gizmo and IBK colour with detail explanation.

18. (a) Illustrate the entire process involved in 2D to 3D conversion and list out the challenges in 2D to 3D conversion.

Or

(b) Explain the step by step process of creating 3D environment lights with suitable example.

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3   **C–0239**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Media Technology

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1.   What is "communication as a process" in the context of the content?

    (a)   The use of symbols in communication

    (b)   The act of conveying messages through text

    (c)   The interactive exchange of information involving encoding, transmission, and decoding

    (d)   The visual representation of data

2.   In the context of communication, what is the significance of "symbols and meaning"?

    (a)   Symbols are used solely for artistic expression

    (b)   Symbols enhance the complexity of communication

    (c)   Symbols convey specific, shared meanings to facilitate understanding

    (d)   Symbols have no relevance in effective communication

3. In the SMCR model, what does the "C' stand for?

   (a) Channel   (b) Code

   (c) Context   (d) Culture

4. Who developed the "SMCR model" of communication?

   (a) Harold Lasswell

   (b) Wilbur Schramm

   (c) Claude Shannon and Warren Weaver

   (d) Elihu Katz and Paul Lazarsfeld

5. In the context of semiotics, what is the term used to describe the basic units of analysis that include words, images, sounds, and other elements used in communication?

   (a) Icons   (b) Denotations

   (c) Semiotics   (d) Signs

6. What is the primary difference between denotations and connotations in semiotics?

   (a) Denotations are related to visual signs, while connotations are related to auditory signs

   (b) Denotations refer to the literal, objective meaning of a sign, while connotations refer to the additional, subjective meanings and associations it carries

   (c) Denotations are used in spoken language, while connotations are used in written language

   (d) Denotations represent the emotional impact of a sign, while connotations represent its visual qualities

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C–1242

7. In the context of "communication and public opinion," what is the process through which individuals and groups form, express, and revise their beliefs and attitudes?

   (a) Cultural diffusion

   (b) Mass media

   (c) Public opinion

   (d) Opinion formation

8. How does culture influence communication according to the content?

   (a) Culture has no significant impact on communication

   (b) Culture shapes the language and communication patterns of a society

   (c) Culture is solely influenced by communication practices

   (d) Culture is limited to a single global standard of communication

9. What are the primary functions of mass media communication?

   (a) To promote commercial products and services

   (b) To entertain, persuade inform, and educate

   (c) To criticize and challenge political authorities

   (d) To create social and political revolutions

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10. In addition to the core functions, what are some other functions of mass media Communication?

   (a) To generate profits for media organizations

   (b) To disseminate only sensational news and information

   (c) To enforce government policies and regulations

   (d) To act as a watchdog on government and corporate activities

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss on verbal communication.

Or

   (b) Explore on inter-personal Communication.

12. (a) Demonstrate on Schramm's circular model.

Or

   (b) Discuss on Technical level of Communication.

13. (a) Narrate on the verbal Communication.

Or

   (b) Discuss about visual Communication.

4 **C–1242**

14. (a) Discuss on Global media.

Or

(b) Illustrate on mass Communication on developing countries.

15. (a) Differentiate between traditional and digital media.

Or

(b) Describe about impact and influence of mass communication.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Analyse the barriers of communication.

Or

(b) Discuss about the inter-cultural communication.

17. (a) Demonstrate on two-step flow theory.

Or

(b) Illustrate about categories of communication levels.

18. (a) Explain on the process of developing ideas.

Or

(b) Discuss on visual thinking.

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19. (a) Describe about aspects of symbols and signs.

                Or

    (b) Narrate on denotations and connotations.

20. (a) Give a detailed note on a Gratification model.

                Or

    (b) Elaborate on Hypodermic needle model.

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C–1243	Sub. Code
	83515

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Media Technology

DESIGN FUNDAMENTALS

(2023 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 1 = 10)

Answer **all** questions.

1.　When discussing the "characteristics of a good design," what is one key aspect often emphasized in design?

　　(a)　Overwhelming complexity and detail

　　(b)　High production costs

　　(c)　Clarity and simplicity

　　(d)　Exclusive use of vibrant colors

2.　What is the process of "visualizing a word as drawing" commonly referred to in design?

　　(a)　Typography　　　(b)　Infographics

　　(c)　Symbolism　　　(d)　Illustration

3.　What are the primary attributes of color in color theory?

　　(a)　Hue, saturation, and value

　　(b)　Red, green, and blue

　　(c)　Warm, cool, and neutral

　　(d)　Primary, secondary, and tertiary

4. What is the purpose of a "color wheel" in color theory?
   (a) To mix and create new colors
   (b) To categorize colors into warm and cool tones
   (c) To identify complementary colors
   (d) To determine the brightness of a color

5. What is the term used to describe the specific design of a typeface, including the style and appearance of the characters?
   (a) Typeface anatomy
   (b) Typeface classification
   (c) Typeface family
   (d) Typeface measurements

6. In typography, what do the "measurements' typically refer to?
   (a) The weight and thickness of a typeface.
   (b) The size and dimensions of printed or displayed text.
   (c) The classification of typefaces.
   (d) The spacing and alignment of characters.

7. What is the primary role of grids in design and layout?
   (a) To add decorative elements to a design.
   (b) To limit creativity and artistic freedom.
   (c) To provide structure and organization to a layout.
   (d) To create chaotic and unpredictable designs.

8. In the context of layouts, what do "layout guidelines" typically refer to?
   (a) Rigid rules that must be followed for every design project
   (b) General principles and recommendations for creating effective layouts
   (c) Detailed instructions for implementing specific design software
   (d) The visual elements used in a layout

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9. In the context of perspective views, what does "perspective" refer to?

   (a) The act of looking at something from different angles

   (b) The way objects appear smaller as they get farther away

   (c) The use of various artistic styles in drawing

   (d) The arrangement of colors in a design

10. Which of the following is not one of the types of perspective views commonly used in art and design?

    (a) One-point perspective

    (b) Two-point perspective

    (c) Aerial perspective

    (d) Monochromatic perspective

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Demonstrate the characteristics of a good design.

Or

    (b) Elaborate on visualisation.

12. (a) Describe about colour schemes.

Or

    (b) Discuss on colour harmony.

13. (a) Narrate on typeface anatomy.

Or

    (b) Discuss about typeface classifications.

3   C–1243

14. (a) Explain on brochure designing.

Or

(b) Illustrate on design process.

15. (a) Explain the concept of perspective.

Or

(b) Describe about two-point perspective.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Analyse the elements of a design.

Or

(b) Discuss the principles of design.

17. (a) Demonstrate on the additive model.

Or

(b) Illustrate about colour blending.

18. (a) Explain on type families.

Or

(b) Discuss on importance of graphics.

19. (a) Describe about card layout.

Or

(b) Narrate on typography.

20. (a) Give a note on three-point perspective.

Or

(b) Elaborate on aerial perspective.

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C–1243