B.Sc. DEGREE EXAMINATION, APRIL 2024

Second Semester

DESIGN STUDY

(Common for Animation/Game Art and Design)

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Target Audience.

2.   Why Curiosity is an important trait of a designer?

3.   What are the three true primary colours?

4.   Define Colour Perception.

5.   What is White balance in photography?

6.   Define Aspect Ratio.

7.   What is Symmetrical design?

8.   What does negative space mean?

9.   Define Pixel Grid.

10. Explain visual flow.

Answer **all** questions.

11. (a) Write a note on Stereotypes.

Or

(b) Explain the concept of Minimalist Poster.

12. (a) What is Saturation?

Or

(b) Write a note on Subtractive colour mixing.

13. (a) What is image retouching?

Or

(b) Explain the differences between serif and sans serif fonts.

14. (a) Write about the replication in design industry.

Or

(b) Explain Radial Balance.

15. (a) What is the use of Guides in Adobe Photoshop?

Or

(b) In design, what goes with what? Explain grouping and alignment.

C1639

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the experimental designs and stereotypic designs which stimulate the audience to involve to the concept.

Or

(b) Design a creative, experimental flyer design an upcoming movie. Think out of the box and justify.

17. (a) Write an essay on the Colour Psychology. How colour meanings affect a brand?

Or

(b) Explain the file formats and possible digital format conversions.

18. (a) Explain the following classical elements of design

   (i) line

   (ii) shape

   (iii) space and

   (iv) texture.

Or

(b) Explain the importance of stage centre and top right corner in print, television and new media.

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C1639

C–1640	Sub. Code
	83224

B.Sc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Animation

DIGITAL DESIGN TECHNIQUES

(2019 onwards)

Duration : 3 Hours　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is an illustration?

2. Comment on image restoration

3. What do you mean by bitrate?

4. What is digital image?

5. Name any four tools used in digital art

6. Comment on layer

7. Write a note on composition in design

8. What do you mean by visual language?

9. Write any two advantages of using presentation format used in digital design

10. What is meant by commercial reproduction in art?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the types of file formats used for digital illustration.

    Or

    (b) Write the steps involved paper to digital illustration in design.

12. (a) Differentiate analogue and digital image processing in digital art.

    Or

    (b) Write any four digital tools used for image processing.

13. (a) Write the different art styles used in digital art.

    Or

    (b) Write the advantages of using layers in digital art.

14. (a) Write the role of composition in sequential story telling with an example.

    Or

    (b) Name any two contemporary digital painters and explain their styles.

15. (a) Outline the types of presentation formats.

    Or

    (b) How do you manage time while creating art for commercial reproduction?

2   **C–1640**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the software used to create digital design.

Or

(b) Explain the art of sharpening and restoration of image in digital art.

17. (a) Explain the principles of design in digital art.

Or

(b) Discuss the techniques used in contemporary illustration.

18. (a) Time = Quality = Money - Explain.

Or

(b) Explain the professional practice need to adapt for the successful graphic design.

——————

3

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Name the three stages of modeling.

2. What do you mean by sculpt geometry?

3. Comment on mesh.

4. What is character modeling?

5. Name the lights used in 3-point lighting

6. Give any two examples for artificial light.

7. Write a note on Image based texture

8. Comment on Bump map.

9. What is meant by rendering?

10. Differentiate the interior and exterior light rendering.

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

Answer **all** questions.

11. (a) Explain the states of modelling.

   Or

   (b) Write the techniques to create complex shapes.

12. (a) Explain the environmental modelling with an example.

   Or

   (b) Write the steps to be followed for body mechanics.

13. (a) Explain the types of surface and their response to light.

   Or

   (b) Write the relationship between light and colour

14. (a) Explain the UV layout optimization with an example.

   Or

   (b) How do you generate different types of maps?

15. (a) Explain the batch render with an example.

   Or

   (b) Write the set up for rendering layers and passes

2   **C–1641**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the modelling animation versus game objects

Or

(b) How do you arrange the model sheets in view port? Explain.

17. (a) Explain the role of lights and colours in character animation.

Or

(b) Explain the compositing in Photoshop with an example.

18. (a) Explain the way of using the automated tools for faster rendering.

Or

(b) Write the role of topology in deformation are of modelling and texturing.

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C–1641

C–1642		Sub. Code
		83243

B.Sc. DEGREE EXAMINATION, APRIL 2024.

Fourth Semester

Animation

ADVANCED ANIMATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   Draw any two rigging tools in animation.

2.   What is parenting in rigging?

3.   Comment on painting skin weights

4.   What do you mean by Global control?

5.   Write any two principles of animation.

6.   Comment on exaggeration.

7.   Write a note on walk cycles.

8.   What is meant by gestures in character animation?

9.   Write the advantages of resolution gate.

10.   Name any two shots used in camera for animation.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Outline the lamp rigging.

Or

(b) Differentiate the robot rigging and object rigging.

12. (a) "Giving life to characters through expression us easy in animation" – Explain.

Or

(b) How do you use IKFK method in character rigging?

13. (a) Write the straight head and pose to pose principle in animation.

Or

(b) Draw and explain the importance of timing in animation.

14. (a) "Animation in games involve the players into the story" — Explain.

Or

(b) "Understanding body mechanics will improve animation" - Explain.

15. (a) Write the steps in tracking characters in animation.

Or

(b) "Zoom effects enhance the expression and exaggeration" - Justify.

2   C–1642

Part C   (3 × 10 = 30)

Answer **three** questions.

16. (a) "Grouping will reduce the steps in animation" – Explain with examples.

            Or

   (b) Explain the steps for limb movements of a character rigging.

17. (a) Draw and explain the squash and stretch principle.

            Or

   (b) Explain the role of animation in creating a life for character using camera movements.

18. (a) "Viewers will get involved into story if we use realistic expression" — Explain.

            Or

   (b) "Educating the kids about values through animation is the need of the hour" - Discuss

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3   **C–1642**

C–1643	Sub. Code
	83251/82851/ 83051/83351/ 82951

B.Sc. DEGREE EXAMINATION, APRIL 2024

Fifth Semester

BUSINESS OF MEDIA

(Common for Animation / Game Arts and Design / Photography / Graphic Design / Visual Effects)

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Explain Planning in Business.

2. Write a short note on elements of private sector business.

3. Discuss four main types of organization structures.

4. Differentiate Customer and Consumer.

5. Define "Stakeholder".

6. What are the roles and responsibilities of HR Department in Business Industry?

7. Discuss Marketing Analysis.

8. What is Branding?

9. Differentiate formal and informal communication.

10. Write a short note on Media Vehicle.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe different types of Franchise and explain its working structure indifferent types of business.

Or

(b) Discuss Non-profit Businesses.

12. (a) Explain different types of Business Sectors and explain its working principles.

Or

(b) Write a short note on Pros and Cons of different business structures.

13. (a) Comment on characteristics of Stakeholders.

Or

(b) Differentiate the characteristics, roles and responsibilities of Owners and Shareholders

14. (a) Explain 4 Ps in Marketing Mix.

Or

(b) Evaluate the roles and responsibilities of Accounting and Finance Department in Business.

C–1643

15. (a) Discuss Theories of Entrepreneurship.

Or

(b) Relate the concept of effective communication with successful Business.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate the working principles and organization structure of Private and Public Sector Business.

Or

(b) List out the various categories of Business Organization.

17. (a) Differentiate the roles and responsibilities of Internal and External Stakeholders.

Or

(b) Elucidate Micro and Macro Economics.

18. (a) Enumerate Channels of Communication

Or

(b) Explain a detailed note on social responsibility of Entrepreneur.

———————

C–1643

B.Sc. DEGREE EXAMINATION, APRIL 2024

Fifth Semester

Animation

PORTFOLIO AND PRESENTATION

(Common for Animation/Game Art and Design/ Visual Effects / Photography / Graphic Design)

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Portfolio.

2. Explain Assessment Portfolios.

3. What is called as generic introduction?

4. Define Jargon.

5. Explain Whiteboard Presentation.

6. What is called the rule of three in presentation?

7. Explain the use of Content marketing blogs.

8. What is the difference between Business card and Visiting card?

9. What is video portfolio?

10. Explain Passive Portfolio Management.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) List out the dos and don'ts of Portfolio.

Or

(b) Explain Display Portfolio.

12. (a) What is a media portfolio?

Or

(b) Explain the use of Digital Publishing in Portfolios.

13. (a) What is called as Hybrid Presentation?

Or

(b) Differentiate Product presentation and Motivational Presentation.

14. (a) Explain Search Engine Optimization.

Or

(b) What are the common pitfalls arise while designing business cards?

15. (a) What is a good portfolio return?

Or

(b) Explain the uses of Career portfolios.

C–1644

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the steps of the Portfolio Management Process and the sub components.

Or

(b) Explain why Portfolios are required and preparations to be made for it.

17. (a) Why digital portfolios should be simpler than comprehensive? Explain.

Or

(b) Write an essay on the various presentation formats exists in this digital era.

18. (a) Explain why entertainment channels and news channels are engaging in social networking and converting it as a marketing tool.

Or

(b) Explain the prerequisites of Portfolio shoot.

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3 **C–1644**

B.Sc. DEGREE EXAMINATION, APRIL 2024.

First Semester

Animation

FUNDAMENTALS OF ART

(2023 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 1 = 10)

Answer **all** questions.

1. _____ is the primary focus of Observational Drawing.

   (a) Color Theory

   (b) Developing Visual Perception

   (c) Digital Art Techniques

   (d) Abstract Expressionism

2. _____ aspect is emphasized in Contour Drawing.

   (a) Value and Shading

   (b) Subject Variety

   (c) Consistency

   (d) Proportional Accuracy

3.   _____ is curcial for creating depth in Perspective Drawing.

   (a)   Color Mixing

   (b)   Overlapping and Placement

   (c)   Figure Drawing Basics

   (d)   Abstract Shapes

4.   _____ technique helps achieve Proportional Accuracy in Perspective Drawing.

   (a)   Converging Lines

   (b)   Foreshortening

   (c)   Stick Figure

   (d)   Contour Drawing

5.   _____ is the Line of Action in figure drawing.

   (a)   A line connecting body parts

   (b)   A dynamic line representing the flow of movement

   (c)   A contour line in the front view

   (d)   A line separating the foreground and background

6.   In Human Anatomy Study, what does "Relative proportion of various parts of the body" refer to?

   (a)   Proportional Accuracy

   (b)   Simplifying body parts into 2D shapes

   (c)   Understanding the balance in poses

   (d)   Comparing the sizes of different body parts

C–2377

7. _____ is the main focus of Colour Theory.

   (a) Golden Ratio   (b) Colour Mixing

   (c) Perspective   (d) Environmental Design

8. What does Color Temperature refer to in Color Theory?

   (a) The warmth or coolness of colors

   (b) Mixing primary colors

   (c) Color psychology in art

   (d) Use of digital tools for coloring

9. _____ is the Golden Ratio related to in Environmental Design.

   (a) Color Theory   (b) Perspective

   (c) Conceptual Depth (d) Figure Drawing Basics

10. Why is the study of different environments important in Environmental Design?

   (a) To understand different cultures

   (b) To apply texture and coloring

   (c) To create abstract art

   (d) To master digital art techniques

C–2377

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the concept of Contour Drawing and its role in enhancing the visual perception of artists.

Or

(b) Discuss the significance of Consistency in observational drawing.

12. (a) Elaborate on the importance of Creating Depth in Perspective Drawing.

Or

(b) Discuss the role of Foreshortening in Perspective Drawing.

13. (a) Explain the essentials of Gesture in human figure drawing.

Or

(b) Discuss the significance of Quick Sketches in Human Anatomy Study.

14. (a) Explain the Color Wheel and how it serves as a tool for understanding color relationships.

Or

(b) Discuss the role of Color Temperature in Color Theory.

4 **C–2377**

15. (a) Explore the concept of the Golden Ratio in Environmental Design.

Or

(b) Discuss the Application of Texture and Coloring in Environmental Design.

Part C   (5 × 8 = 40)

Answer **all** questions.

16. (a) Explore the role of subject variety in Observational Drawing.

Or

(b) Explain the impact of visual perception on creating cohesive and well-executed artworks.

17. (a) Elaborate on the principles of Converging Lines in Perspective Drawing.

Or

(b) Evaluate the importance of Foreshortening in Perspective Drawing.

18. (a) Explain the significance of Stick Figure and Line of Action in Human Anatomy Study.

Or

(b) Investigate the role of Cylindrical Forms in figure drawing.

5   **C–2377**

19. (a) Analyze the practical application of Color Harmonies in Color Theory.

Or

(b) Examine the role of Color Psychology in art.

20. (a) Evaluate how artists create Conceptual Depth in Environmental Design.

Or

(b) Explore the concept of perspective in Environmental Design.

————————

6

B.Sc. DEGREE EXAMINATION, APRIL 2024

First Semester

Animation

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Section A   (10 × 1 = 10)

Answer **all** questions.

1. —————— is communication.

    (a)   A one-way process

    (b)   A linear process

    (c)   A dynamic process

    (d)   A static process

2. Which type of communication involves communication within an individual's mind?

    (a)   Verbal communication

    (b)   Non-verbal communication

    (c)   Intrapersonal communication

    (d)   Mass communication

3. Which communication model views communication as a linear process involving a sender, message, channel, and receiver?

    (a) Lasswell's Model

    (b) Two-step flow theory

    (c) Schramm's Circular Model

    (d) Whites Gatekeeper theory

4. ———————— are the levels of communication that include technical, semantic, and pragmatic dimensions.

    (a) Structural, Syntactic, Semantic

    (b) Technical, Semantic, Pragmatic

    (c) External, Internal, Semantic

    (d) Cognitive, Emotional, Pragmatic

5. What does semiotics study?

    (a) Sounds in communication

    (b) Signs and symbols

    (c) Grammar in communication

    (d) Non-verbal communication

6. ———————— aspect of semiotics deals with the relationship between signs and their meanings.

    (a) Denotations   (b) Connotations

    (c) Paradigmatic   (d) Syntagmatic

2

C–2378

7. —————— is the relationship between culture and communication.

   (a) Independent   (b) Interconnected

   (c) Irrelevant   (d) Random

8. —————— type of communication involves communication between people from different cultural backgrounds.

   (a) Intrapersonal communication

   (b) Mass communication

   (c) Intercultural communication

   (d) Interpersonal communication

9. Communication involving symbols and gestures is ——————

   (a) Verbal communication

   (b) Non-verbal communication

   (c) Intrapersonal communication

   (d) Interpersonal communication

10. —————— is the primary focus of color psychology in visual communication.

   (a) Aesthetics

   (b) Emotional impact

   (c) Technical aspects

   (d) Pragmatic dimensions

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

Answer **all** questions.

11. (a) Explain the significance of visual communication

Or

(b) Discuss the different types of communications.

12. (a) Define the SMCR Model and explain its theoretical concepts.

Or

(b) Discuss the significance of communication models in understanding the communication process.

13. (a) Explain semiotics role in the analysis of signs and symbols.

Or

(b) Discuss the principles of visual-sensory perceptions.

14. (a) Explain the nature and meaning of public opinion in the context of communication.

Or

(b) Discuss the relationship between culture and communication.

C–2378

15. (a) Outline the functions of mass media in society.

Or

(b) Discuss the impact and influence of mass media.

Section C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explore the concept of communication as a process.

Or

(b) Examine the barriers to communication and how they can impact effective communication.

17. (a) Distinguish between technical, semantic, and pragmatic dimensions in communication levels.

Or

(b) Evaluate the impact of visual communication in the digital age.

18. (a) Elaborate on the paradigmatic and syntagmatic aspects of signs in semiotics.

Or

(b) Examine the role of narrative representation in visual communication.

5   **C–2378**

19. (a) Analyze the impact of global media on developing countries, focusing on the challenges and opportunities.

Or

(b) Explore the role of communication in shaping public opinion.

20. (a) Examine the theories of mass media, including the hypodermic needle model.

Or

(b) Explore the types of mass media, focusing on the characteristics and roles of traditional media, print media, electronic media, and digital media.

_____

C–2378

B.Sc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Animation

DESIGN STUDY

(2023 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 1 = 10)$

Answer **all** questions.

1. The primary purpose of design in human life

   (a) Aesthetic appeal

   (b) Problem-solving

   (c) Entertainment

   (d) Historical documentation

2. Why is design considered crucial for effective communication?

   (a) It enhances complexity

   (b) It simplifies information

   (c) It adds confusion

   (d) It promotes ambiguity

3. The term describes the brightness or darkness of a color is

   (a) Hue　　　　　　(b) Saturation

   (c) Value　　　　　(d) Chroma

4. The drawback of stereotypical design solutions is

(a) Universality (b) Innovation stagnation

(c) Increased appeal (d) Time efficiency

5. The significance of selecting appropriate fonts in design is

(a) It doesn't affect readability

(b) It enhances communication

(c) It limits creativity

(d) It discourages engagement

6. The key difference between vector and raster graphics is

(a) Vector graphics are resolution-dependent; graphics are not

(b) Raster graphics are resolution- dependent; vector graphics are not

(c) Both are resolution-independent

(d) Both are resolution-dependent

7. The negative space refer to in design is

(a) Empty or unused space

(b) Dark color schemes

(c) Primary design elements

(d) Positive space

8. Why is experimenting with symmetrical and asymmetrical designs essential?

(a) It adds complexity

(b) It creates dynamic designs

(c) It limits creativity

(d) It increases uniformity

C–2379

9. The role of a grid in design is

   (a) To complicate layouts

   (b) To limit creativity

   (c) To provide structure and consistency

   (d) To encourage randomness

10. Why is incorporating the golden mean into designs considered beneficial?

   (a) It promotes chaos

   (b) It ensures uniformity

   (c) It enhances visual appeal

   (d) It restricts creativity

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

Answer **all** the questions.

11. (a) Brief about Brief about characteristics of a target audience.

Or

   (b) Explain in detail about design and designer's mind.

12. (a) Discuss in detail about techniques of color blending.

Or

   (b) Pen down in detail about technical aspects of additive model.

13. (a) Discuss in detail about color manipulation.

Or

   (b) Briefly explain about different types of graphics.

14. (a) Explain about white and non-white space.

Or

   (b) Explain in detail about negative space.

3   **C–2379**

15. (a) Discuss in detail about role of grids.

Or

(b) Explain in detail about role of templates.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss in detail about significance and purpose of design in human life.

Or

(b) Discuss in detail about experimental approach during design challenge.

17. (a) Elaborate on monochromatic and polychromatic colors.

Or

(b) Pen down in detail about various attributes of color.

18. (a) Explain in detail about typeface anatomy.

Or

(b) Infer the broad view about spacing and alignment.

19. (a) Explain in detail about symmetrical and asymmetrical designs.

Or

(b) Pen down in detail about various types of balance.

20. (a) Discuss in detail about the process of capturing readers attention.

Or

(b) Explain in detail about important parts of a page layout.

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C–2379

C–2380

Sub. Code
83225

B.Sc. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Animation

DIGITAL DESIGN TECHNIQUES

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. The key difference between Bitmap and Vector graphics is
    (a) Color depth   (b) Resolution
    (c) Scalability   (d) Compression

2. The file format is suitable for images with transparency is
    (a) JPEG   (b) PNG
    (c) GIF   (d) SVG

3. Which type of processing has an infinite range of values?
    (a) Analog processing
    (b) Digital processing
    (c) Both have the same range
    (d) Neither has an infinite range

4. This component is fundamental to representing digital images
    (a) Pixels   (b) Vectors
    (c) Layers   (d) Bitrates

5. The software commonly used for vector-based illustration is
   (a) Adobe Photoshop (b) CorelDRAW
   (c) Clip Studio Paint (d) Procreate

6. What does anti-aliasing help to reduce in digital artwork?
   (a) Color saturation (b) File size
   (c) Jagged edges (d) Pixel density

7. How does composition contribute to sequential storytelling in illustration?
   (a) It adds complexity to the narrative
   (b) It guides the viewer through the story
   (c) Composition has no impact on storytelling
   (d) It determines the color palette

8. A visual language in digital illustration is
   (a) A programming language for artists
   (b) A method of communication through visual elements
   (c) The language used in software interfaces
   (d) The color code used in digital art

9. Why is maintaining a consistent style important in a portfolio?
   (a) It limits artistic expression
   (b) It appeals to a wider audience
   (c) It hinders creativity
   (d) It is irrelevant in the digital age

10. What is crucial when preparing digital art for commercial reproduction?
    (a) Using low-resolution images
    (b) Ignoring color accuracy
    (c) Considering the medium and audience
    (d) Relying on automatic file conversion

C–2380

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

Answer **all** questions.

11. (a) Brief about bitmap and vectors.

Or

(b) Explain in detail about different types of formats.

12. (a) Discuss in detail about different types of image processing**.**

Or

(b) Pen down in detail about understanding bitrates.

13. (a) Discuss in detail about four different digital art styles, providing examples for each.

Or

(b) Briefly explain about the influence of digital tools on the evolution of various art styles.

14. (a) Explain about importance of composition in sequential storytelling.

Or

(b) Explain in detail about how illustrators use different methods to convey a story visually.

15. (a) Discuss in detail about developing and showcasing a diverse yet cohesive portfolio.

Or

(b) Explain in detail about successful commercial illustrations and their impact.

3   **C–2380**

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain in detail about software overview.

Or

(b) Discuss in detail about appropriate use of media and techniques.

17. (a) Elaborate on digital processing.

Or

(b) Pen down in detail about image sharpening and restoration.

18. (a) Explain in detail about importance of understanding different art styles for a digital artist.

Or

(b) Infer the broad view about purpose and benefits of using anti-aliasing techniques.

19. (a) Explain in detail about various artistic directions prevalent in contemporary illustration.

Or

(b) Pen down in detail about the impact of technology and trends on artistic choices in illustration.

20. (a) Discuss in detail about the importance of maintaining a consistent style in an illustrator's portfolio.

Or

(b) Explain in detail about the importance of resolution, color accuracy and file formats for commercial reproduction.

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4 **C–2380**