

**C-1663**

**Sub. Code**

**83542**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**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 Non linear editing.
2. What is clip in video editing?
3. Write short note on insert edit.
4. Write short note on trimming in non-linear editing.
5. What is effect in non linear editing?
6. Write short note on key frame.
7. What is time line?
8. Write short note on control window.
9. Define audio editing.
10. Name any two audio formats.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on non destructive editing.

Or

- (b) List the functions of sources view time line.

12. (a) List out the need of previewing titles on an external monitor in brief.

Or

- (b) How does overlay edit differs from insert edits?

13. (a) How to apply and control standard effects?

Or

- (b) Describe basic editing transitions.

14. (a) How to apply video effects in non linear editing?

Or

- (b) Describe the changing filter effects and settings.

15. (a) What is audio mixer window? Describe its features.

Or

- (b) Illustrate the process of storyboard creation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the role and importance of video editing with detail explanation.

Or

- (b) Differentiate non linear editing and linear editing in detail.

17. (a) Illustrate the render menu with detail explanation.

Or

- (b) How to do colour correction by controlling effects?

18. (a) Write detail note on exporting different video formats and usage of different video formats.

Or

- (b) How to align transition by dragging? How to replace transition?

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**C-1664**

**Sub. Code**

**83543**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**Fourth Semester**

**Media Technology**

**ADVANCED ART**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is line of action?
2. What is geometric blocks?
3. List the different perspectives of drawing.
4. State the importance of muscle study.
5. What is character design?
6. List the character types.
7. What is over-lays?
8. What is BG?
9. What is a model sheet?
10. Define animation.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the steps in drawing figures in different perspectives.

Or

- (b) Describe the differences between animal body basics and birds anatomy basics.

12. (a) How do you draw arms and legs in different views?

Or

- (b) Briefly explain the principles of drawing heads in various angles.

13. (a) Explain the essentials of character designing.

Or

- (b) What steps would you follow in drawing Alien characters?

14. (a) How do you draw locations in different angles and different lightings?

Or

- (b) Briefly explain the basics of art for animation.

15. (a) Elaborate on drawing eight stages of a walk-run cycle.

Or

- (b) Explain the basics of drawing four leg walks.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Examine the details of drawing facial features with suitable examples.

Or

- (b) Elaborate on the techniques available for drawing human anatomy.
17. (a) Examine the challenges of drawing different character types with examples.

Or

- (b) Elaborate on developing a character in front, side and back views proportionately.
18. (a) Examine the challenges of drawing animation sequences with examples.

Or

- (b) Elaborate on the essentials of drawing visual representation of an idea.
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C-2389

Sub. Code

83513

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**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. Why is visual communication considered important?
  - (a) It solely relies on text for conveying messages
  - (b) It limits creativity in the communication process
  - (c) It caters to individuals with auditory impairments
  - (d) It can convey information quickly and effectively appealing to a wide audience
2. What is meant by “communication as expression” in the content?
  - (a) The act of transmitting messages without the use of symbols
  - (b) Using communication as a form of art but not for conveying information
  - (c) The idea that communication reflects the sender’s emotions, intentions, and individuality
  - (d) The practice of solely relying on verbal communication for clarity

3. According to Lasswell's model of communication, what are the key components of the communication process?
- (a) Sender, receiver, and channel
  - (b) Who says what to whom with what effect
  - (c) Source, message, medium, and feedback
  - (d) Encoding and decoding
4. The "Two-Step Flow Theory" of communication suggests that:
- (a) Information flows directly from the sender to the receiver
  - (b) Opinion leaders play a crucial role in influencing the opinions of others
  - (c) Communication occurs in a linear, one-way fashion.
  - (d) The sender's message is the most important element in the communication process
5. What aspect of semiotics explores the relationships between signs based on their structural and associative connections?
- (a) Icons
  - (b) Denotations
  - (c) Paradigmatic
  - (d) Syntagmatic



6. In semiotics, what does the term “syntagmatic” refer to?
- (a) The arrangement and organization of signs within a system or context
  - (b) The cultural significance of a sign
  - (c) The use of symbols in written language
  - (d) The study of signifiers and signifieds
7. What is the term used to describe media outlets and platforms that have a worldwide reach, allowing for the dissemination of information on a global scale?
- (a) Local media      (b) Niche media
  - (c) Global media      (d) Traditional media
8. How can multicultural content in media impact developing countries?
- (a) It can lead to a loss of cultural identity and values in developing countries
  - (b) It often has no impact on developing countries
  - (c) It can promote cultural diversity and understanding among audiences in developing countries
  - (d) It hinders the development of media in developing countries

9. What is one of the key impacts and influences of mass media on society?
- (a) Mass media has no significant influence on society
  - (b) It primarily promotes conformity and discourages diversity of thought
  - (c) It can shape public opinion, influence social behavior, and impact political decision-making
  - (d) It only serves the interests of the government and corporations
10. Which of the following is not a type of mass media communication mentioned in the content?
- (a) Television            (b) Radio
  - (c) Social media        (d) Personal letters

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss on mass communication.

Or

- (b) Explore on Interpersonal communication.

12. (a) Demonstrate on SMCR model.

Or

- (b) Discuss on Dances' helical model.

13. (a) Narrate on the colour psychology and theory.

Or

(b) Discuss about sensory perceptions.

14. (a) Analyse on semiotics.

Or

(b) Illustrate on connotation.

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

Or

(b) Describe about function of mass communication.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Analyse the types of communication with advantages and disadvantages.

Or

(b) Differentiate between group and team communications.

17. (a) Demonstrate on Whites Gatekeeper theory with examples.

Or

(b) Illustrate the key concepts within various communication models.

18. (a) Explain on principles of visual communication.

Or

(b) Discuss on design execution and presentation.

19. (a) Differentiate the paradigmatic and syntagmatic aspects of signs.

Or

(b) Narrate on problems and challenges of cross-culture communication.

20. (a) Give a detailed note on publicity and propaganda.

Or

(b) Differentiate between on traditional media and electronic media.

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**C-2390**

**Sub. Code**

**83515**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Media Technology**

**DESIGN FUNDAMENTALS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of understanding the “elements of design” in the context of visual design?
  - (a) To master complex software tools for graphic design.
  - (b) To create visually appealing compositions that effectively convey a message.
  - (c) To develop written content for design projects.
  - (d) To critique and analyse existing designs.
2. In the realm of design, what are the ‘principles of design’ primarily concerned with?
  - (a) The technical specifications of design software.
  - (b) The aesthetic and organizational aspects of design, such as balance, contrast, and unity.
  - (c) The historical evolution of design styles.
  - (d) The marketing and promotion of design projects

3. What does 'color harmony' refer to in color theory?
- (a) The use of monochromatic color schemes.
  - (b) The pleasing combination of colors in a way that is visually appealing.
  - (c) The use of contrasting colors for maximum impact.
  - (d) The inclusion of all primary and secondary colors in a design.
4. In color theory, what are "color schemes"?
- (a) Sets of rules for creating digital color palettes.
  - (b) Different ways of categorizing colors based on their warmth or coolness.
  - (c) Strategically chosen combinations of colors that work well together.
  - (d) The primary and secondary colors on the color wheel.
5. What is the primary purpose of "typeface classifications" in typography?
- (a) To determine the spacing and alignment of characters.
  - (b) To identify the specific design attributes of a typeface.
  - (c) To categorize typefaces based on shared characteristics and styles.
  - (d) To measure the height of individual characters.

6. What is a “type family” in typography?
- (a) A group of fonts that share similar design characteristics and are variations of a single typeface.
  - (b) A collection of random fonts.
  - (c) A specific typeface with a unique design.
  - (d) A set of typefaces that only includes serif fonts.
7. What are the “important parts of a page layout” often referred to in design?
- (a) Header, footer, and sidebars.
  - (b) Typography, colors, and images.
  - (c) Text, images, and logos.
  - (d) Grids, columns, and gutters.
8. How can “types of layout” be categorized in design and layout?
- (a) By the level of creativity and artistic expression.
  - (b) By the number of pages in the layout.
  - (c) By the arrangement of visual and text elements on a page.
  - (d) By the choice of color scheme for the design.

9. What is 'linear perspective construction' in perspective views primarily concerned with?
- (a) Creating abstract and non-representational art.
  - (b) Achieving an aerial perspective in drawings.
  - (c) The use of parallel lines to create depth and volume in a drawing.
  - (d) Focusing on colour harmony and balance in artwork.
10. What does "perspective terminology" encompass in the context of perspective views?
- (a) The various artistic styles used in drawing.
  - (b) The way colors interact and contrast in a design.
  - (c) The specific language and concepts used to describe spatial relationships in art.
  - (d) The use of shading and highlights in illustrations.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Demonstrate the fundamentals creativity.

Or

- (b) Elaborate on importance of creativity.

12. (a) Describe about preparing swatches.

Or

- (b) Discuss on usage of colour strategy.



13. (a) Narrate on major classification of graphics.

Or

(b) Discuss about image manipulation in graphics.

14. (a) Explain on roles of grids.

Or

(b) Illustrate on grid system and templates.

15. (a) Differentiate between single point and two-point perspectives.

Or

(b) Describe about linear perspective construction methods.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Analyse the principles and elements in famous designs.

Or

(b) Elaborate on developing creativity.

17. (a) Demonstrate on the colour psychology.

Or

(b) Illustrate about colour contrast.

18. (a) Explain on spacing and alignment.

Or

(b) Discuss on selection of appropriate fonts.

19. (a) Describe about types of layouts.

Or

(b) Narrate on trends in digital design layouts.

20. (a) Give a detailed note on types of perspective views.

Or

(b) Elaborate on aerial perspective.

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**C-2391**

**Sub. Code**

**83523**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Media Technology**

**WEB DESIGNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the purpose of the Grid system in image editing applications?
  - (a) To create a new document
  - (b) To design a mockup landing page
  - (c) To align and position elements on the canvas
  - (d) To add layer styles
  
2. Which of the following is NOT a step in designing a mockup landing page?
  - (a) Creating a new document
  - (b) Placing the logo
  - (c) Adding the body content
  - (d) Applying a gradient fill

3. What is the purpose of Clipping Masks in image editing?
  - (a) To add text to an image
  - (b) To apply a gradient fill
  - (c) To create a selection based on color
  - (d) To create a cutout of an image based on another image or shape
  
4. Which tool is used to select an area based on color similarity?
  - (a) Lasso tool
  - (b) Magic Wand tool
  - (c) Pen tool
  - (d) Marquee tool
  
5. What is the purpose of the Universal selector in CSS?
  - (a) To select all elements on a web page
  - (b) To select a specific element by its ID
  - (c) To select elements based on their class
  - (d) To select elements based on their type
  
6. What is the purpose of the box model in CSS?
  - (a) To define the layout of a web page
  - (b) To create tables
  - (c) To define the spacing and sizing of elements
  - (d) To add styles to text
  
7. What is the purpose of the float property in CSS?
  - (a) To create a navigation bar
  - (b) To position elements horizontally
  - (c) To clear floated elements
  - (d) To add a drop shadow

8. What is the purpose of the position property in CSS?
- (a) To create a navigation menu
  - (b) To specify the positioning of an element
  - (c) To add a rounded corner to buttons
  - (d) To add Google fonts to a website
9. What is the purpose of a CSS sprite?
- (a) To add rounded corners to buttons
  - (b) To create a navigation submenu
  - (c) To combine multiple images into a single image file
  - (d) To reset CSS styles
10. What is the purpose of a CSS reset?
- (a) To add vendor prefixes
  - (b) To remove default browser styles
  - (c) To add inline styles
  - (d) To add Google fonts to a website

**Section B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the process of creating a new document in an image editing application. Describe the steps involved in setting up the document dimensions, resolution and color mode.

Or

- (b) Discuss the importance of the Grid system in image editing applications. Explain how it helps in aligning and positioning elements on the canvas.

12. (a) Describe the concept of Clipping Masks in image editing. Explain the steps involved in creating a clipping mask using different selection tools.

Or

- (b) Explain the purpose of Layer Blending Modes in image editing. Discuss how they can be used to create different visual effects by blending layers together. Provide examples of common blending modes and their applications.
13. (a) Write HTML code to create a simple web page structure with a header, main content area, and footer. Explain the purpose of each element and its corresponding HTML tag.

Or

- (b) Explain the concept of the box model in CSS. Describe the different components of the box model and how they influence the layout and spacing of elements on a web page.
14. (a) Discuss the purpose of the float property in CSS. Explain how it can be used to position elements horizontally on a web page. Provide examples of its usage in creating a layout with a main content area and a sidebar.

Or

- (b) Write CSS code to create a navigation bar with a list of links. Explain how to style the navigation bar using different CSS properties and spacing between links.

15. (a) Explain the concept of CSS sprites and their advantages. Describe the steps involved in creating and implementing a CSS sprite for a set of icons or images on a web page.

Or

- (b) Discuss the importance of CSS resets and their role in web development. Explain how CSS reset helps in ensuring consistent styling across different browsers and devices. Provide examples of popular CSS reset frameworks.

**Section C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the steps you would follow in an image editing application, including creating a new document, setting up the grid system, placing the logo, adding the body content, and applying layer styles. Provide explanations and examples for each step.

Or

- (b) Discuss the importance of working with layers and how they enable you to make changes without permanently altering the original image. Provide examples of layer techniques, such as layer masks, adjustment layers, and smart objects, and explain their respective use cases.

17. (a) Explain the process of using clipping masks to create cutouts of images and text. Describe the selection tools you would use and the steps involved in creating and applying clipping masks. Illustrate your answer with examples.

Or

- (b) Explain how different blending modes can be used to create various visual effects by blending layers together. Provide examples of common use cases for different blending modes and the resulting effects.
18. (a) Create a basic HTML structure for a website with a header, main content area and footer. Use appropriate HTML tags and ensure proper semantics. Explain the purpose and usage of each tag used in your code.

Or

- (b) Demonstrate the use of CSS selectors and properties to achieve the desired visual appearance. Explain the purpose and usage of each CSS property used in your code.
19. (a) Explain the concept of the float property in CSS and its application in creating multi-column layouts. Describe the steps involved in creating a layout with a main content area and a sidebar using floats. Provide code examples and visual aids to support your explanation.

Or



- (b) Demonstrate the use of CSS positioning properties to ensure the navigation bar is positioned correctly on the page. Explain the purpose and usage of each CSS property used in your code.
20. (a) Describe the process of creating a CSS sprite, including combining multiple images into a single image file and using CSS positioning to display specific portions of the sprite. Provide code examples and visual aids to illustrate your explanation.

Or

- (b) Explain the concept of CSS resets and their role in achieving consistent styling across different browsers and devices despite varying default styles. Support your answer with sample code examples illustrating the application.
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**C-2392**

**Sub. Code**

**83525**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Media Technology**

**DIGITAL PHOTOGRAPHY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. Pixel stands for \_\_\_\_\_  
(a) Picture Element (b) Picture Style  
(c) Picture Edge (d) Picture Format
2. Name of the first camera created is \_\_\_\_\_  
(a) Camera Obscura (b) Lines, shapes  
(c) Colour, depth (d) Both (b) and (c)
3. Portrait Photography should project the \_\_\_\_\_ of the person  
(a) Beauty (b) Personality  
(c) Proximity (d) Preference
4. Arrangement of visual elements pleasing to our eye is \_\_\_\_\_  
(a) Compulsion (b) Composition  
(c) Comprehension (d) Computation

5. Variable focal length lenses arranged in a single barrel is called \_\_\_\_\_ lens.
- (a) Wide                      (b) Tele  
(c) Zoom                      (d) Prime
6. A three-legged stand used for photography is called as \_\_\_\_\_
- (a) Monopod                  (b) Tripod  
(c) EarPods                  (d) AirPods
7. To isolate a subject when using a flash \_\_\_\_\_ can be used in photography.
- (a) Diffuser                  (b) Polariser  
(c) Snoot                      (d) Soft box
8. To illuminate the subject \_\_\_\_\_ light is used
- (a) Fill                        (b) Back  
(c) Key                        (d) Background
9. Four -point lighting includes \_\_\_\_\_ light.
- (a) Side                        (b) Shade  
(c) Background              (d) Twilight
10. Three elements to control the exposure are \_\_\_\_\_
- (a) ISO, f-stop, Shutter speed  
(b) Sensor, Camera, Lens  
(c) Tripod, Lens, Aperture  
(d) Aperture, Shutter speed, Tripod

**Section B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the three important stages from the history of photography.

Or

- (b) Draw and explain the basic camera settings.

12. (a) “Arrangement of visual elements pleasing to our eye is composition” – Explain.

Or

- (b) Differentiate the positive space and negative space.

13. (a) Illustrate the three-point lighting with a diagram.

Or

- (b) Explain the exposure triangle with a diagram.

14. (a) Differentiate the back light and background light in photography.

Or

- (b) Write the importance of environmental portraits.

15. (a) Explain the basic modifications to be done after taking a candid photo.

Or

- (b) How do you balance the colour using the image editing software tools?

**Section C**

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Illustrate the basic camera handling techniques with diagrams.

Or

- (b) “Understanding the light and shadow helps to create good pictures” - Explain.

17. (a) “Creating portraiture is a combination of Art and Science” - Explain.

Or

- (b) “Temperature of light can change the mood of the photograph” - Justify your view.

18. (a) Explain the types of lenses and their applications in Photography.

Or

- (b) “Exposure triangle helps to capture the right moment” - Explain.

19. (a) Explain the types of filters and their usage in photography.

Or

- (b) “Portraiture with studio lighting is a challenge” – Discuss.

20. (a) “Image editing software enhances the beauty of the picture in short time” - Justify.

Or

- (b) Album with Visual storytelling needs creativity – Discuss.