

C-4693

Sub. Code

83513

B.Sc. DEGREE EXAMINATION, APRIL 2025

First Semester

Media Technology

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. To make common or share is related to _____
(a) Advertisement (b) Propaganda
(c) Communication (d) Convention
2. Body Language is an example for _____
Communication
(a) Technical (b) Mediated
(c) Verbal (d) Non-verbal
3. Sender who encodes a message and a recipient who
decodes it is related to _____ model of
communication
(a) Schramm (b) Aristotle
(c) Berlo's (d) Dance's

4. Semantics studies the meaning of words and sentences, while pragmatics studies the same words and meaning but within _____
- (a) Page (b) Content
(c) Quotation (d) Paragraph
5. Which one among the following is NOT related to Visual thinking
- (a) Mind Map (b) Concept Map
(c) Radio talk (d) Outlining
6. RGB colour scheme is used in _____ media
- (a) Digital (b) Print
(c) Folk (d) Radio
7. An example for Warm colour is _____
- (a) Yellow (b) Blue
(c) Green (d) Purple
8. The literal or primary meaning of a word is called as _____
- (a) Connotation (b) Denotation
(c) Dictation (d) Condonation
9. Effects of media on People is related to _____ theory
- (a) Uses and Gratification
(b) Hypodermic Needle
(c) Agenda setting
(d) Libertarian
10. Persuade, Inform, Educate and _____ are the functions of Mass Media communication
- (a) Entertain (b) Marketing
(c) Sales (d) Prevention

Section B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b)

11. (a) “Communication is a process” – Explain.

Or

- (b) Explain the importance of interpersonal communication during the interview.

12. (a) Draw and explain the Lasswell’s model of Communication.

Or

- (b) Differentiate the pragmatic and semantic process of communication.

13. (a) Explain the colour psychology with an example.

Or

- (b) Illustrate the principles of Visual Communication.

14. (a) Write the challenges of cross-cultural communication with an example.

Or

- (b) Explain the types of signs with examples.

15. (a) Outline the influences of media in society.

Or

- (b) Explain the Hypodermic needle theory of communication with an example.

Section C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b)

16. (a) Give suggestions to overcome the barriers of intercultural communication.

Or

- (b) Explain the role of Mass Communication in the digital age.

17. (a) Differentiate the Dance's Helical and the Schramm's Circular model of Communication.

Or

- (b) "Feedback helps to proceed further in all actions of life" - Discuss.

18. (a) Explain the role of colour in our daily life with examples.

Or

- (b) Write the importance sensory perception in the digital era.

19. (a) Illustrate the role of semiotics in Advertising with examples.

Or

- (b) Discuss the relationship between culture and communication.

20. (a) Publicity and Propaganda can be done with digital media - Discuss.

Or

- (b) "Effective usage of Mobile is the need of the hour for all" – Explain.

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83515

B.Sc. DEGREE EXAMINATION, APRIL 2025

First Semester

Media Technology

DESIGN FUNDAMENTALS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Least visual element of design is _____.
(a) Line (b) Shape
(c) Form (d) Dot
2. Visual harmony is achieved through a balance of _____ and _____.
(a) Unity, Variety (b) dots, lines
(c) Lines, shapes (d) Colour, depth
3. Which one among the following are additive colours?
(a) RGB (b) RBY
(c) CMYK (d) ROY
4. Any three colours that are next to each other on the colour wheel is called _____.
(a) Primary (b) Complementary
(c) Analogous (d) Secondary

5. Two types of graphics in computer are _____and _____
- (a) Raster, Vector
(b) Colour, Black and white
(c) Blender
(d) Pixel
6. The invisible vertical line(s) implied by a block of type, which aids readability is _____.
- (a) Format (b) Alignment
(c) Space (d) Column
7. Grid was designed for 2D layout _____ and _____ at the same time
- (a) Lines, dots (b) Colours, Shapes
(c) Rows, Columns (d) Forms, Shapes
8. Flexbox was designed for layout in _____ dimension.
- (a) One (b) Two
(c) Three (d) Four
9. Adjusting colour hues and reducing the size of objects to make them seem farther away is a technique used to create_____ perspective
- (a) Linear (b) Curvilinear
(c) Aerial (d) Two-Point
10. To create the illusion of depth and space on a two-dimensional surface _____ helps the artists.
- (a) Perspective (b) Pattern
(c) Priority (d) Perseverance

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Create a design for an advertisement using the principles of design.

Or

- (b) Analyse any one memorable design from our daily life.

12. (a) Write the advantages of using CMYK colours in newspaper printing.

Or

- (b) Any interactive design can be possible with Altoday using Canva - Justify.

13. (a) Draw and explain the typeface anatomy and its impact among the viewers.

Or

- (b) Creative graphic design can be achieved with available fonts - Explain.

14. (a) Anybody, anytime, anywhere can create a brochure design with templates - Justify.

Or

- (b) Trendsetters can create design within the budget and available resources - Discuss.

15. (a) Design an advertisement using the perspective.

Or

- (b) Compare the linear and aerial perspective with examples.

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b)

16. (a) Explain the elements of design with diagrams.

Or

- (b) Analyse anyone design you recently saw in any media.

17. (a) “Selection of fonts for Manual and digital design is different “— Give reasons.

Or

- (b) Explain the colour strategy followed for digital design,

18. (a) Graphics played an inevitable role in user friendly design - Explain.

Or

- (b) Typography is the first step in creating user friendly design - Justify.

19. (a) “Grid supports to create a digital design for the beginners”

Or

- (b) Explain the types of layout with diagrams.

20. (a) Aerial perspective can be used for a creative output in digital design — Explain.

Or

- (b) Creating a design using one-point or two-point perspective is easy – Justify.

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Sub. Code

83523

B.Sc. DEGREE EXAMINATION, APRIL 2025

Second Semester

Media Technology

WEB DESIGNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the purpose of creating a new document in an image editing application?
 - (a) To open an existing file
 - (b) To create a blank canvas for designing
 - (c) To apply filters to an image
 - (d) To save a file
2. What is a grid system used for in design?
 - (a) To create a wireframe
 - (b) To align shapes
 - (c) To create a layout with columns and rows
 - (d) To add text to an image
3. Which tool is used to select an area of an image based on color similarity?
 - (a) Lasso tool
 - (b) Magic Wand tool
 - (c) Marquee tool
 - (d) Pen tool

4. What is the purpose of applying a gradient fill in image editing?
 - (a) To add text to an image
 - (b) To create a smooth transition between colors
 - (c) To adjust the brightness and contrast of an image
 - (d) To resize an image
5. What is the purpose of HTML?
 - (a) To style web pages
 - (b) To create the structure and content of web pages
 - (c) To add interactivity to web pages
 - (d) To optimize images for web
6. What is the purpose of clearing floated elements in CSS?
 - (a) To remove the float property from an element
 - (b) To prevent an element from wrapping around a floated element
 - (c) To style the background of an element
 - (d) To add animation to an element
7. Which CSS property is used to clear floated elements?
 - (a) Clear
 - (b) Float
 - (c) Overflow
 - (d) Position
8. What is the purpose of adding page sections in web development?
 - (a) To create the header and navigation menu
 - (b) To divide the content into logical sections or components
 - (c) To define the overall structure of a website
 - (d) To style the appearance of a web page

9. Which CSS technique allows you to apply styles directly to an HTML element?
- (a) Inline styles
 - (b) External style sheets
 - (c) Internal style sheets
 - (d) None of the above
10. Which CSS property is used to change the font family of an element?
- (a) font-family (b) font-size
 - (c) font-weight (d) font-style

Part B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b)

11. (a) Explain the process of creating a digital wireframe and designing a mockup landing page using a grid system in an image editing application.

Or

- (b) What are layer styles in an image editing application? Explain their significance and how they can be used to enhance the design of the body content section of a website mockup.

12. (a) Describe the process of creating a banner using clipping masks, selection tools and the Hue/Saturation command in an image editing application.

Or

- (b) How do layer techniques, blending modes, and warping type layers contribute to the creation of visually appealing designs in image editing applications?

13. (a) What are the roles of HTML and CSS in web development, and how does the web authoring application interface facilitate the creation and styling of web pages? Additionally, discuss the significance of comprehending the box model and utilizing class selectors.

Or

- (b) Describe the process of creating the structure of a web page using HTML elements such as <div>, <section>, and <article>. Explain the purpose of the ID attribute and how it can be used to uniquely identify elements on a web page.
14. (a) Explain the purpose of the universal selector (*) in CSS and how it can be used to target and style all elements on a web page. Discuss the concept of floating multiple elements and the importance of clearing floated elements.

Or

- (b) Explain the role of site management tools and the process of constructing a page outline, formatting the main container, and adding page sections.
15. (a) Discuss the process of building a navigation bar and creating styles for the navigation menu in CSS.

Or

- (b) Explain the concepts of inline styles, CSS sprites, and CSS resets. Describe the process of using web fonts, adding Google fonts to a website, and applying rounded corner buttons and drop shadows using CSS.

Part C

(5 × 8 = 40)

Answer **all** the questions choosing either (a) or (b)

16. (a) Describe the process of creating a mockup landing page using an image editing application and explain the importance of aligning shapes and utilizing layer styles.

Or

- (b) Discuss the significance of transitioning from print to web design and how it impacts the design process. Provide examples to illustrate the challenges and opportunities presented by this transition.
17. (a) Explain the concept of clipping masks in image editing applications. Discuss the advantages of using clipping masks compared to other masking techniques.

Or

- (b) Compare and contrast different selection tools available in image editing applications, such as the magic wand tool and the lasso tools. Provide examples of scenarios where each tool would be most effective and explain how they contribute to the overall design process.
18. (a) Demonstrate the process of creating a basic web page using HTML and CSS. Explain the importance of semantic HTML and how CSS is used to control the visual presentation of web content.

Or

- (b) Discuss the role of CSS selectors in styling web pages. Provide examples of how selectors can be applied to style specific elements on a web page, such as tables and navigation menus.
19. (a) Discuss floating multiple elements in CSS layout design and methods for clearing floated elements to prevent layout issues.

Or

- (b) Elucidate the process of creating a website layout using CSS, including defining the site structure, managing site resources, formatting page elements, and the importance of creating a consistent and user-friendly page outline.
20. (a) Explain the process of building a navigation bar using HTML and CSS, including styling techniques for creating interactive menus and submenus. Provide examples of best practices for designing navigation menus that enhance user experience.

Or

- (b) Elucidate the concept of CSS sprites and their role in optimizing web page performance. Provide step-by-step instructions on how to implement CSS sprites in a web design project, including considerations for browser compatibility and accessibility.
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83525

B.Sc. DEGREE EXAMINATION, APRIL 2025

Second Semester

Media Technology

DIGITAL PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which term refers to the smallest unit of a digital image that can be individually processed?
(a) Megapixel (b) Pixel
(c) Resolution (d) Aspect ratio
2. Which camera setting controls the duration of time that light is allowed to reach the camera sensor?
(a) ISO (b) Aperture
(c) Shutter speed (d) White balance
3. Which type of space refers to the area around the main subject(s) in a photograph?
(a) Positive space (b) Negative space
(c) Neutral space (d) Background space

4. In the Rule of Thirds grid, how many intersecting points are there?
- (a) 2 (b) 4
(c) 6 (d) 9
5. What is the main function of a lens hood on a camera lens?
- (a) To protect the lens from scratches
(b) To enhance color saturation in photos
(c) To reduce lens flare and ghosting
(d) To magnify distant subjects
6. Which lens type is primarily used for capturing distant subjects with clarity and detail?
- (a) Wide-angle lens (b) Telephoto lens
(c) Zoom lens (d) Fish-eye lens
7. Which photography accessory is used to control and narrow the spread of light onto a specific area of the subject or scene?
- (a) Reflector (b) Softbox
(c) Snoot (d) Umbrella
8. Which light source is considered the main light used to illuminate the subject in photography?
- (a) Key Light (b) Fill Light
(c) Backlight (d) Snoot

9. Where would you typically find tools for cropping, rotating, and transforming images in image editing software?
- (a) Layers panel (b) Adjustment menu
(c) Toolbar (d) filter gallery
10. Which tool allows you to merge multiple layers into a single layer in image editing software?
- (a) Eraser tool (b) Merge tool
(c) Layer mask (d) Flatten image

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the significance of the Kodak Brownie in the history of consumer photography.

Or

- (b) Compare and contrast the advancements in camera technology from the early pinhole cameras to the modern digital cameras.

12. (a) Discuss the importance of perspective in photography.

Or

- (b) Explain the concept of light temperature (color temperature) in photography.

13. (a) Compare and contrast speedlight, soft box light, and umbrella light as lighting tools in photography.

Or

- (b) Explain the benefits of using telephoto lenses for capturing distant subjects in photography.
14. (a) Explain the role of a reflector in photography.

Or

- (b) Define a snoot and discuss its function in photography.
15. (a) Outline the key considerations for designing a CD or album cover using image editing software.

Or

- (b) Describe the effect of adjusting Clarity in image editing software.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the importance of proper camera handling techniques in photography.

Or

- (b) Discuss the importance of megapixels in digital cameras. How does the number of megapixels affect the detail and sharpness of images?

17. (a) Describe the key considerations when photographing portraits according to assignment guidelines.

Or

- (b) Explain the concept of visual hierarchy in photography composition.
18. (a) Discuss the importance of using a tripod in photography. How does a tripod help photographers achieve sharp, stable images, particularly in low-light situations or when using slow shutter speeds?

Or

- (b) Explain the purpose of a lens hood on a camera lens. How does a lens hood reduce lens flare and improve image quality, especially when shooting in bright light or against direct sunlight?
19. (a) Explain the creative use of backlighting in photography. What effects can backlighting create and how can photographers effectively manage exposure in backlit scenes?

Or

- (b) Explain how a fog filter can be used to add atmospheric effects to photographs. What are the considerations when using a fog filter in different lighting conditions?

20. (a) Discuss the purpose of the Recovery slider in image editing software. How can photographers use Recovery to restore details in overexposed areas of an image?

Or

- (b) Explain the role of Adobe Bridge in image editing workflows.
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83533

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Media Technology

INTERACTIVE ANIMATION TECHNIQUES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Where can you control the timing and sequence of animations in Adobe Flash (Animate)?
 - (a) Tools panel
 - (b) Properties panel
 - (c) Timeline panel
 - (d) Library panel
2. How can you customize the Adobe Flash (Animate) interface layout to suit different tasks, such as animation or coding?
 - (a) Using the Stage panel
 - (b) Choosing a new workspace
 - (c) Adjusting stage properties
 - (d) Previewing a movie

3. How can you apply a gradual transition of color to an object or shape in graphic design software?
- (a) Using the Brush tool
 - (b) Using the Pencil tool
 - (c) Using the Gradient tool
 - (d) Using the Selection tool
4. Which tool is used to create smooth, flowing strokes or fill areas with color in graphic design software?
- (a) Brush tool (b) Pencil tool
 - (c) Gradient tool (d) Eraser tool
5. Which function allows you to select multiple frames in a sequence in animation software?
- (a) Group frames (b) Lock frames
 - (c) Shift-select frames (d) Merge frames
6. What does shape tweening accomplish in animation?
- (a) Smooth transitions between shapes
 - (b) Adjusting color balance
 - (c) Adding sound effects
 - (d) Creating motion blur
7. Which design principle does the align panel help achieve in banner ad creation?
- (a) Proportion (b) Alignment
 - (c) Texture (d) Transparency

8. How can you animate a caption in a banner ad using animation software?
- (a) Applying a blur filter
 - (b) Adding transitions between frames
 - (c) Adjusting brightness and contrast
 - (d) Rotating the text
9. Where can you find the Actions panel in Adobe Flash or Animate?
- (a) In the Publish settings
 - (b) In the Library panel
 - (c) In the Properties inspector
 - (d) In the Timeline or Code snippets
10. Which version of Action Script is commonly used for interactivity in Adobe Flash or Animate?
- (a) ActionScript 1.0
 - (b) ActionScript 2.0
 - (c) ActionScript 3.0
 - (d) ActionScript 4.0

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the significance of the stage in Adobe Flash (Animate).

Or

- (b) Discuss the importance of choosing an appropriate workspace layout in Adobe Flash (Animate).

12. (a) Discuss the role of the Sub Selection tool in Adobe Flash (Animate) or Adobe Illustrator.

Or

- (b) Explain the fundamental principles of using the Pen tool in Adobe Illustrator.

13. (a) Describe the process of creating animation using keyframes.

Or

- (b) Compare and contrast frame-by-frame animation with tweening techniques.

14. (a) Explain the concept of symbols in graphic design.

Or

- (b) Explain the importance of visual hierarchy in banner ad design.

15. (a) Explain the concept of masking in multimedia design.

Or

- (b) Discuss the role of buttons in interactive multimedia projects.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Describe the role of the Properties inspector in Adobe Flash (Animate). How can you use this panel to modify attributes such as color, size, and position of objects in an animation?

Or

- (b) Describe the steps involved in previewing a movie in Adobe Flash (Animate) to ensure animation quality and playback. How does previewing help in identifying and resolving animation issues?
17. (a) Explain how to change the contour of a shape in Adobe Illustrator. What tools and techniques can be used to adjust the curves and anchor points of a shape?

Or

- (b) Describe the process of applying a gradient fill to an object in Adobe Illustrator. What are the advantages of using gradient fills over solid colors in design projects?
18. (a) Explain the process of creating a frame-by-frame animation. What are the advantages and challenges of using this technique compared to tweening methods?

Or

- (b) Explain the concept of onion skinning in animation software. How does onion skinning assist animators in creating fluid motion and maintaining consistency across frames?
19. (a) Describe the process of adding a caption to a banner ad. What considerations should be taken into account when selecting fonts, sizes, and positioning for the caption?

Or

- (b) Explain the steps involved in applying a blur filter to an image or text layer in Adobe Photoshop or similar software. How does adjusting the blur radius affect the final visual outcome?

20. (a) Explain the purpose and usage of the FS command in ActionScript. Provide examples of how the FS command can be used to interact with files and external resources in multimedia applications.

Or

- (b) Explain the functionality of the “go to and play” action in ActionScript. How can this action be used to control the playback of animations or transitions between scenes in multimedia projects?
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C-4698

Sub. Code

83534

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Media Technology

2D GRAPHICS AND ANIMATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which principle of animation involves preparing the audience for an action before it happens?
 - (a) Follow through and overlapping action
 - (b) Staging
 - (c) Anticipation
 - (d) Slow in and out
2. Which principle of animation is demonstrated by altering the shape of an object to show its speed, weight, and flexibility?
 - (a) Anticipation (b) Stretch and squash
 - (c) Staging (d) Exaggeration
3. What does 'hinging' refer to in 2D animations?
 - (a) Creating flexible joints between symbols
 - (b) Adjusting color gradients
 - (c) Synchronizing audio with animation
 - (d) Adding background music

4. Which principle involves gradually changing the speed of an animation to make it appear more natural?
 - (a) Hinging
 - (b) Easing in and out
 - (c) Tweening
 - (d) Symbol manipulation
5. Which camera move involves moving the camera closer to or further from the subject without changing the lens focal length?
 - (a) Zoon in/zoom out
 - (b) Truck in/truck out
 - (c) Pan
 - (d) Tilt
6. What is a 'cutaway' shot used for in film and animations?
 - (a) To focus on the main subject
 - (b) To show a different but related scene or object
 - (c) To transition between scenes
 - (d) To introduce new characters
7. What does a close-up shot typically focus on?
 - (a) The entire body of a character
 - (b) A character's face or a specific detail
 - (c) A large crowd or landscape
 - (d) The upper half of a character
8. What is the main characteristic of frame-by-frame animation?
 - (a) Creating a single drawing for the entire animation
 - (b) Generating intermediate frames automatically
 - (c) Drawing each frame individually
 - (d) Using pre-made animations
9. Which tool is commonly used for editing audio in animation?
 - (a) Adobe Photoshop
 - (b) Auto desk Maya
 - (c) Audacity
 - (d) Sketch Up

10. What is an animation demo reel?
- (a) A storyboard for an animation project
 - (b) A compilation of an animator's best work showcasing their skills
 - (c) A software for creating animations
 - (d) A tool for editing audio

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Differentiate between the various types of animation.

Or

- (b) Discuss the principle of 'timing and motion' in animation.

12. (a) Explain the function of the timeline in 2D computer animation.

Or

- (b) What are symbols in 2D animation? Describe their purpose and how they contribute to the efficiency and flexibility of animation production.

13. (a) What is a noddy shot, and when is typically used in interviews or dialogue scenes?

Or

- (b) Compare and contrast zoom in/zoom out with truck in/truck out camera moves.

14. (a) Describe the process of creating a walk cycle.

Or

- (b) Explain the concept of rigging in animation.

15. (a) Discuss key sound recording tips that ensure high-quality audio for animation.

Or

- (b) Describe the basic techniques of editing audio for animation.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the concept of 'staging' in animation. How does effective staging contribute to the clarity and impact of a scene? Provide examples.

Or

- (b) Describe 'follow through and overlapping action' in animation. How do these principles enhance the realism and dynamism of animated movements?

17. (a) Explain the importance of conflict in script writing for animation. How does conflict drive the narrative and character development in an animated film?

Or

- (b) Describe the techniques used to create easing in and out effects in 2D animation. How do these techniques affect the viewer's perception of motion and timing?

18. (a) Explain the purpose and impact of using a close-up shot in film and animation. How does it affect the audience's perception of the subject?

Or

- (b) Explain the process of creating a storyboard. What are the key elements that should be included in each storyboard panel?

19. (a) Discuss the importance of setting pivot points when treating symbols in character animation. How do pivot points influence the movement and rotation of body parts?

Or

- (b) Outline the process of preparing a character for animation. What are the key steps involved in dissecting the body parts into separate symbols?

20. (a) Explain the process of lip synching in animation. What techniques are used to match character mouth movements with spoken dialogue accurately?

Or

- (b) Discuss the importance of basic cartoon phonetics and vocalization in animation.

C-4699

Sub. Code

83536

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Media Technology

PRE PRODUCTION AND SHOOTING TECHNIQUES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Why is it important to splits scenes and shots when witting for film or animation?
 - (a) To increase the budget
 - (b) To add more characters
 - (c) To organize the sequence of events visually
 - (d) To reduce the number of scenes
2. When defining characters in a film or animation project, what aspects are typically considered?
 - (a) Only physical appearance
 - (b) Only dialogue
 - (c) Personality traits, motivations, and relationships
 - (d) Background music choices

3. Which shot provides a balance between showing the subject and providing context through the background?
 - (a) Long shot
 - (b) Ex-long shot
 - (c) Mid long shot
 - (d) Ex-mid long shot
4. Which camera movement involves horizontally moving the camera from left to right or right to left?
 - (a) Camera tilt up
 - (b) Camera tilt down
 - (c) Zoom in
 - (d) Camera panning
5. What is the purpose of shot composition in cinematography?
 - (a) Adjusting camera angles
 - (b) Creating visual harmony and storytelling
 - (c) Adding special effects
 - (d) Directing actors
6. What is the 30-degree rule in cinematography?
 - (a) The angle at which cameras should be mounted
 - (b) The minimum shutter speed for capturing motion
 - (c) The minimum angle to change the camera's position between shots
 - (d) The maximum aperture for low-light filming

7. What is the main advantage of using DSLR digital cameras over film cameras?
- (a) Higher image resolution
 - (b) Greater control over settings
 - (c) Reduced lens options
 - (d) Longer battery life
8. Which type of camera is known for its ability to capture images directly onto film?
- (a) DSLR camera
 - (b) Mirrorless camera
 - (c) Digital camera
 - (d) Film camera
9. During rough editing, what is primarily adjusted to create a cohesive sequence of scenes?
- (a) Export settings
 - (b) Visual effects
 - (c) Audio synchronization
 - (d) Adding special effects
10. What is the purpose of previewing the final output in filmmaking?
- (a) Adding visual effects
 - (b) Adjusting audio levels
 - (c) Checking for errors or inconsistencies
 - (d) Exporting the final film

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the importance of having a strong idea or concept when starting a film or animation project.

Or

- (b) Discuss the process of developing a synopsis for a film or animation.

12. (a) Explain the effect of using a low angle shot in filmmaking.

Or

- (b) Discuss the significance of using high angle shots in cinematography.

13. (a) Explain the process of camera blocking in filmmaking.

Or

- (b) Discuss the importance of shot composition in cinematography.

14. (a) Define deep focus in cinematography.

Or

- (b) Compare and contrast DSLR digital cameras and film cameras.

15. (a) Explain the process of rough editing in filmmaking.

Or

- (b) Discuss the role of final editing in refining a film's narrative structure and pacing.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Describe the role of background in storytelling for film or animation. How does setting influence plot development and character interactions?

Or

- (b) Outline the steps involved in writing a one-line script for a scene in film or animation. How does this summary guide the direction of dialogue and action?

17. (a) Describe the purpose of using a mid long shot in filmmaking. How does this shot balance between showing characters and their surroundings?

Or

- (b) Discuss the role of a long shot in filmmaking. How does a long shot contribute to establishing setting and context within a scene?

18. (a) Explain the significance of the 30-degree rule in cinematography.

Or

- (b) Explain the importance of preview monitoring during the editing phase of filmmaking.

19. (a) Explain the purpose and benefits of using wide-angle lenses in photography.

Or

- (b) Explain the role of camera lenses in photography.

20. (a) Explain the significance of music posting or re-recording in film production.

Or

- (b) Discuss the techniques and principles involved in mixing audio tracks during post-production.
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C-4700

Sub. Code

83543

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Media Technology

NON LINEAR EDITING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. How do you select one or more clips in video editing software for editing into a sequence?
 - (a) By double-clicking on each clip
 - (b) By right-clicking and selecting “Edit”
 - (c) By dragging a selection box around the clips
 - (d) By pressing the spacebar
2. What relationship does the timeline have with the program view in video editing software?
 - (a) They display different audio tracks
 - (b) The timeline is a subset of the program view
 - (c) They synchronize audio and video tracks
 - (d) The program view shows the timeline’s playback

3. What does splitting a clip refer to in video editing?
 - (a) Dividing a clip into multiple segments
 - (b) Merging two clips into one
 - (c) Adjusting the audio levels of a clip
 - (d) Applying visual effects to a clip
4. How do editors typically preview titles on an external monitor in video editing?
 - (a) By exporting the video file
 - (b) By using a dedicated title preview window
 - (c) By connecting an external monitor to the editing system
 - (d) By adjusting the title safe zone settings
5. What are transitions in video editing used for?
 - (a) Adjusting color balance
 - (b) Adding audio tracks
 - (c) Moving clips around the timeline
 - (d) Creating smooth visual transitions between clips
6. How do you typically display transitions in video editing software?
 - (a) By importing transition files
 - (b) By dragging transitions onto the timeline
 - (c) By adjusting audio levels
 - (d) By exporting video files

7. How do you play audio in a selected clip in video editing software?
 - (a) By pressing “A”
 - (b) By adjusting the clip’s volume
 - (c) By dragging the clip into the timeline
 - (d) By pressing the spacebar
8. What is the process for applying video effects in video editing?
 - (a) By importing effect files
 - (b) By selecting the clip and pressing “E”
 - (c) By exporting the video project
 - (d) By adjusting audio levels
9. What is the purpose of creating storyboard in video editing?
 - (a) Adjusting audio levels
 - (b) Planning visual sequences and shot compositions
 - (c) Adding video effects
 - (d) Importing media files
10. What are file export settings used for in video editing?
 - (a) Adjusting clip handles
 - (b) Importing media files
 - (c) Configuring video output parameters
 - (d) Applying video transitions

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the relationship between the timeline and the program view in video editing software.

Or

- (b) Discuss the process of editing clips into a sequence in video editing software.
12. (a) Describe the purpose and workflow of overlay and insert edits in video editing.

Or

- (b) Discuss the techniques and benefits of trimming using slip edits in video editing.
13. (a) Explain the role of transitions in video editing.

Or

- (b) Discuss the techniques and considerations for aligning transitions by dragging in video editing.
14. (a) Explain the process of showing or hiding the key frame area in video editing software.

Or

- (b) Describe the significance of showing or hiding the timeline beyond a clip's in and out point in video editing.
15. (a) Explain the process of customizing the rendering format in video editing.

Or

- (b) Describe the steps involved in generating a sequence automatically in video editing.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Describe the controls available in the monitor window of video editing software.

Or

- (b) Explain the process of adding and manipulating elements such as audio tracks, transitions, and visual effects in a non-linear editing environment.
17. (a) Explain the process of using the trim window in video editing software.

Or

- (b) Describe the process of previewing titles on an external monitor to ensure optimal display in video editing.
18. (a) Explain the concept of clip handles in relation to transitions. How do clip handles affect the adjustment and manipulation of transitions within the editing timeline?

Or

- (b) Describe the steps involved in replacing a transition in video editing. How can editors seamlessly substitute one transition with another without disrupting the continuity of the video sequence?

19. (a) Discuss the methods and tools available for playing audio in a selected clip in video editing software.

Or

- (b) Explain the steps involved in applying video effects to clips in video editing.
20. (a) Explain the functionality of the audio mixer window in video editing.

Or

- (b) Describe the techniques and tools used for audio editing in video production.
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C-4701

Sub. Code

83544

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Media Technology

3D DESIGN

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the purpose of using curve editing tools in 3D design software?
 - (a) Adjusting object weight
 - (b) Modifying curve shapes
 - (c) Adding animation effects
 - (d) Exporting lighting settings
2. How does adding points to a curve benefit users in 3D design software?
 - (a) Enhancing object reflections
 - (b) Creating detailed surfaces
 - (c) Adding sound effects
 - (d) Exporting camera views

3. What does “rebuilding surfaces” involve in 3D modeling?
 - (a) Adding reflection to surfaces
 - (b) Applying animation
 - (c) Revising surface topology
 - (d) Adjusting camera angles
4. What is the purpose of using surface fillets in 3D modeling?
 - (a) Creating sharp edges
 - (b) Adding color to surfaces
 - (c) Adjusting texture mapping
 - (d) Smoothing surface transitions
5. What is the primary purpose of using NURBS curves in 3D modeling?
 - (a) Adding color to surfaces
 - (b) Creating complex polygonal shapes
 - (c) Modifying lighting effects
 - (d) Sculpting organic forms
6. In 3D modeling, what is the purpose of polygon robot modeling?
 - (a) Designing complex mechanical structures
 - (b) Adding texture to robot surfaces
 - (c) Adjusting polygon counts
 - (d) Creating animation keyframes

7. Which tool is commonly used for adjusting the timing of keyframes?
- (a) The Graph Editor
 - (b) The Material Editor
 - (c) The Texture Editor
 - (d) The Mesh Editor
8. What type of constraint would you use to ensure an object follows another object's rotation?
- (a) Point constraint (b) Aim constraint
 - (c) Orient constraint (d) Scale constraint
9. Which type of shadow is known for providing accurate and high-quality shadows in 3D rendering?
- (a) Depth map shadows
 - (b) Baked shadows
 - (c) Ray traced shadows
 - (d) Ambient shadows
10. What does adjusting the focal length of a camera in a 3D scene affect?
- (a) The brightness the scene
 - (b) The field of view
 - (c) The resolution of the final render
 - (d) The playback speed

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the importance of understanding the workspace layout in 3D design software.

Or

- (b) Explain the process of creating, manipulating and moving objects in a 3D environment.

12. (a) Discuss the functionalities of the append polygon tools in 3D modeling software.

Or

- (b) Describe the process of using the combine function in 3D modeling.

13. (a) Explain the workflow for modeling a polygonal robot.

Or

- (b) Discuss the key considerations when modeling an exterior shot in 3D.

14. (a) Describe the steps involved in creating a primitive rig for a simple character.

Or

- (b) Explain how to use the time slider in 3D animation software.

15. (a) Discuss the process and significance of working with shadows in 3D rendering.

Or

- (b) Explain the concept of baking shadows and its benefits in 3D animation.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the purpose and benefits of inserting knots into curves in 3D design software.

Or

- (b) Discuss the creative applications of curve editing in 3D design.

17. (a) Explain the concept of polygon Booleans in 3D modeling.

Or

- (b) Discuss the technique of using mirror geometry in 3D modeling.

18. (a) Describe the function and importance of the hyper shade in 3D modeling software.

Or

- (b) Describe the process of texturing basic table top props.

19. (a) Discuss the different keyframe options available in 3D animation software.

Or

- (b) Describe the process of editing in-betweens and explain their role in the smoothness and fluidity of an animation.

20. (a) Describe the process of creating and configuring a camera in a 3D scene. What are the key attributes that need to be adjusted for optimal results?

Or

- (b) Explain the importance of focal length in 3D cameras. How does changing the focal length affect the field of view and perspective of a scene?
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C-4702

Sub. Code

83546

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Media Technology

ADVANCED ART

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. In terms of head-to-body ratio, what is a common rule for drawing an average adult male?
(a) 4 heads tall (b) 5 heads tall
(c) 7.5 heads tall (d) 9 heads tall
2. When drawing a figure in perspective, what should you focus on to maintain accurate proportions?
(a) The color palette
(b) The vanishing points
(c) The texture of the clothing
(d) The background elements

3. When drawing hands in different views, which part of the hand is crucial for defining its form?
- (a) Fingernails (b) Knuckles
(c) Palms (d) Wrist
4. Which muscle group primarily affects the movement and expression of the lips?
- (a) Zygomaticus
(b) Orbicularis oculi
(c) Masseter
(d) Orbicularis oris
5. Which aspect of prop design is crucial for supporting the narrative and enhancing the character's environment?
- (a) Complexity (b) Functionality
(c) Colourfulness (d) Size
6. Which principle in character design refers to creating exaggerated features to highlight the character's traits and personality?
- (a) Aesthetic appeal
(b) Originality
(c) Exaggerated characteristics
(d) Functional design

7. Which of the following is NOT typically included in a model sheet?
- (a) Front view of the character
 - (b) Character's favourite color
 - (c) Side view of the character
 - (d) Back view of the character
8. Which mouth shape is typically used to animate the vowel sound 'O'?
- (a) A wide open mouth
 - (b) A stretched, horizontal shape
 - (c) A small, tight circle
 - (d) A relaxed, neutral shape
9. In the 'pose-to-pose' method, what is the primary focus of the initial drawings?
- (a) Detailed backgrounds
 - (b) Key poses and transitions
 - (c) Character's facial expressions
 - (d) Color selection
10. What is a fly cycle typically used for in animation?
- (a) Animating underwater scenes
 - (b) Depicting a character flying or hovering
 - (c) Creating detailed landscape drawings
 - (d) Designing costumes

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the importance of understanding the skeletal structure when drawing animals.

Or

- (b) Describe a step-by-step method for visualizing and drawing body forms using flow lines.

12. (a) Discuss the challenges and techniques involved in drawing heads from various angles.

Or

- (b) Describe how would you draw the hand in various poses to accurately depict its structure and movement?

13. (a) Compare and contrast the visual traits of a heavy villainous character with a pretty/cute character.

Or

- (b) What are the key design elements of a mad/weird character?

14. (a) Explain the techniques used to synchronize lip movements with dialogue.

Or

- (b) Discuss the challenges and techniques involved in drawing a location from different angles.

15. (a) Describe the 8 stages of a walk cycle in animation.

Or

- (b) Describe the techniques used to convey mood and atmosphere in concept art.

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Describe how the head-to-body ratio is used to maintain accurate proportions in figure drawing. How does this ratio differ between male and female figures?

Or

- (b) Describe the process of constructing a stick figure using geometric blocks. How does this method help in understanding human anatomy better?

17. (a) Discuss the challenges and techniques involved in drawing heads from various angles. How does the structure of the skull influence these drawings?

Or

- (b) Explain how the muscles of the back, such as the trapezius and the latissimus dorsi, should be represented in drawings of the torso from a posterior view.

18. (a) Describe the process of developing props diagrammatically. Why is it important to create detailed diagrams for props?

Or

- (b) Discuss the challenges and creative opportunities involved in designing ridiculous/humorous characters.

19. (a) Describe the process of creating dynamic action poses for a character.

Or

- (b) Describe the purpose of a character sheet in the animation process. What information and poses are typically included to aid animators?

20. (a) Explain the purpose of concept art in the animation production pipeline.

Or

- (b) Explain how visual representation of ideas, designs, or moods in concept art can guide the direction of an animation project.
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C-4704

Sub. Code

83532

B.Sc. DEGREE EXAMINATION, APRIL 2025.

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. What is the function of the Properties Inspector in animation software?
2. How the stage properties in an animation project is changed?
3. What is the purpose of the pen tool?
4. What is the function of free transform tool?
5. Define in-between frames.
6. What is the purpose of using classic tween?
7. What is the purpose of the align panel?
8. How do you create a banner advertisement?
9. How do you create buttons in an animation software?
10. What is masking in animation?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the steps involved in choosing and setting up a new workspace for animation.

Or

- (b) Discuss the process and importance of publishing a movie.

12. (a) Discuss the uses of the brush tool and the pencil tool in creating graphics.

Or

- (b) Describe the process of creating shapes and modifying them using different tools.

13. (a) How do you create a frame-by-frame animation? Describe the steps involved.

Or

- (b) Describe the workflow for creating an animation, from key frames to the final animation.

14. (a) Discuss the key tips for designing an effective banner ad.

Or

- (b) Describe the process of using the align panel to organize objects in an animation.

15. (a) How do event handlers work for buttons in ActionScript 3.0?

Or

- (b) Describe the process of creating and using frame labels in animation.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss in detail the various components of the animation work area and their functions.

Or

- (b) Explain the various tools available for working with graphics.
17. (a) Describe the complete process of creating an animation, including key frames, in-between frames and layers.

Or

- (b) Discuss in detail the process of creating a frame-by-frame animation.
18. (a) Describe the complete process of masking in animation.

Or

- (b) Discuss the creation of an interactive recipe book, including the use of scenes, go to and play action and frame labels. Provide an example to illustrate the process.

C-4706

Sub. Code

83534

B.Sc. DEGREE EXAMINATION, APRIL 2025

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 stretch and squash in animation.
2. Write about the principle of anticipation in animation.
3. Define easing in and out in animation.
4. What is tweening in 2D computer animation?
5. Describe an extreme long shot.
6. What is a storyboard and why is it important?
7. Define onion skin in animation.
8. Write on the frame by frame animation.
9. How do you import audio elements into an animation project?
10. Give some sound recording tips for animation.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Describe the difference between “straight ahead action” and “pose to pose” action.

Or

- (b) Explain the importance of the “stretch and squash” principle in animation.

12. (a) Describe the importance of a timeline in 2D computer animation.

Or

- (b) Explain the concept of easing in and out in animation.

13. (a) Describe the different types of camera shots and their uses.

Or

- (b) Explain the importance of creating a storyboard before filming.

14. (a) Describe the process of creating a walk cycle for a character.

Or

- (b) Explain the importance of frame-by-frame animation in creating detailed animations.

15. (a) Describe the importance of importing and managing audio files in animation.

Or

- (b) Explain the process of lip syncing in animation.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Detail the role of anticipation and follow-through in making animations more lifelike.

Or

- (b) Discuss the anatomy of a screenplay and its importance in animation production.

17. (a) Compare and contrast different types of camera transitions and their effects on pacing.

Or

- (b) Discuss the role of special effects animation in enhancing the visual appeal of a film.

18. (a) Explain the steps involved in creating and importing audio for an animation project.

Or

- (b) Compare and contrast different types of camera transitions and their effects on pacing.

C-4707

Sub. Code

83542

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Media Technology

NON LINEAR EDITING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define time code.
2. List the factors affecting nonlinear editing.
3. Write in short about the action safe zone.
4. Outline the purpose of three point edit.
5. Recall the purpose of display transitions.
6. Tell the applications of clip handles.
7. Define key frame area.
8. List out various formats of audio files.
9. Write in short about rendering format.
10. Tell the utilities of video codec's.

Part B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b).

11. (a) Compare non-linear editing and non-destructive editing with suitable examples.

Or

- (b) Explain the functions of source view, program view and timeline.

12. (a) Summarize about editing interfaces with overlay and insert edits.

Or

- (b) Discuss various functions of trimming window for splitting a clip.

13. (a) Outline the procedure of aligning transitions by dragging.

Or

- (b) Elaborate about the removing multiple effects applied to a clip.

14. (a) Explain the functions of showing / hiding beyond a clips timeline in and out point.

Or

- (b) Illustrate the effects of changing filter and their settings for video clips.

15. (a) Discuss the important factors in understanding the render menus.

Or

- (b) Summarize various functions in audio mixer window.

Part C

(3 × 10 = 30)

Answer **all** the questions choosing either (a) or (b).

16. (a) Illustrate the relationship between the timeline, the program view and timeline with suitable examples.

Or

- (b) Summarize the steps in previewing titles on an external monitor using interfaces.
17. (a) Discuss about the features of standard and animating effects control windows.

Or

- (b) Elaborate the change effects over time using key frames with suitable examples.
18. (a) Explain about file export settings and steps in exporting different video format files.

Or

- (b) Outline the general methods adopted for editing audio and video files in different format with suitable example.
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C-4711

Sub. Code

83555A

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

Media Technology

ADVANCED MODELING AND TEXTURING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Explain how the 'Extrude' tool is used in creating basic shapes.
2. What is the function of the 'Split Polygon' tool?
3. What is spherical mapping and how is it different from cylindrical mapping?
4. Describe the purpose of the 'Unfold UVs' tool.
5. Differentiate between 2D and 3D texture maps.
6. Describe the key characteristics of a Phong shader.
7. What factors influence rendering quality in 3D applications?
8. Describe the process of frame region rendering.

9. Describe the importance of understanding 3D space in sculpting.
10. What is a sculpt layer and how is it used?

Part B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b).

11. (a) Discuss the steps involved in creating an organic character from a reference image, focusing on proportion and basic shape creation.

Or

- (b) Explain how to use the 'Merge' tool and 'Extract' option to correct and refine a 3D model.

12. (a) Describe how to use the 'Flip UVs' and 'Rotate Selected UVs' tools to correct UV orientation.

Or

- (b) Discuss the importance of the 'UV Snapshot' feature and how it is used in the texturing workflow.

13. (a) Explain the process of creating and applying a 2D texture map to a 3D model.

Or

- (b) Discuss how to apply a 3D texture map to a model and adjust its placement and scaling using UV mapping.

14. (a) Describe the different image resolution settings and their impact on rendering time and quality.

Or

- (b) Discuss the process of rendering test outputs and the importance of conducting test renders before final rendering.

15. (a) Discuss the process of sculpting a wooden log from a basic shape, including the steps to create and subdivide layers.

Or

- (b) Discuss the process of generating normal maps and displacement maps from a sculpted model.

Part C

(3 × 10 = 30)

Answer **all** the questions choosing either (a) or (b).

16. (a) Analyze the role of the 'Subdivide Proxy', 'Cut Faces', and 'Smooth' options in achieving high-quality character models. Discuss how these tools contribute to the overall detail and realism of the model.

Or

- (b) How to map UVs for a complex 3D model? Include steps for using planar, auto, spherical, and cylindrical mapping methods, as well as how to cut, move, sew, unfold, and relax UVs.

17. (a) Analyze the role of different shading models in achieving various visual effects in 3D modeling. Discuss specific scenarios where each type would be most appropriate and how to adjust their common attributes for optimal results.

Or

- (b) Analyze the different types of channels used in rendering and their applications in post-production. Discuss how these channels can be utilized to enhance the final output.

18. (a) Explain the workflow of a sculpting application. Include steps for importing objects, sculpting details, creating and manipulating stencils, and painting textures.

Or

- (b) Discuss the various factors that influence rendering quality in 3D applications. Explain how adjusting image resolution, frame padding can impact the final output. Provide examples of best practices for achieving high-quality renders.
-