

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2018
(Third Semester)

Branch - **VISUAL COMMUNICATION**

MULTIMEDIA & GRAPHICS

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions earn **EQUAL** marks (10 x 2 = 20)

- 1 Animation.
- 2 Bouncing ball.
- 3 Video format.
- 4 Encoding.
- 5 3D Modeling.
- 6 Video Conversion.
- 7 Layout.
- 8 Sans serif.
- 9 Image ready.
- 10 Optimization.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write a brief note on multimedia.
OR
b Differentiate between interactive and non-interactive applications.
- 12 a Discuss the importance of audio in video.
OR
b Write note on various audio file formats.
- 13 a What are lossy and lossless compressions?
OR
b What do you know about Inverse Kinematics?
- 14 a What is Typography? Write a note on it.
OR
b What are the various stages of design process?
- 15 a Write the importance of layer in Photoshop.
OR
b Write the method and importance of cropping.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 What are the major uses of multimedia?
- 17 Write about the various features of any one of the audio editing software.
- 18 Elaborate on multimedia authoring tools.
- 19 Illustrate and explain principles of design.
- 20 Name some of the filters and their uses in Photoshop.

Z-Z-Z

END