

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

**BSc DEGREE EXAMINATION DECEMBER 2017**  
(Third Semester)

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

**MULTIMEDIA & GRAPHICS**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks!)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10x2 = 20)

- 1 Multimedia.
- 2 Animation.
- 3 Hardware.
- 4 Editing.
- 5 4K.
- 6 Video compression.
- 7 Typography.
- 8 Serif.
- 9 Photo editing.
- 10 Cropping.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a What is interactive multimedia? Explain with examples.  
OR  
b How do you do stretch and squash animation?
- 12 a Write the importance of video editing.  
OR  
b How audio recording is done in studio?
- 13 a Explain the technique involved in 3D animation.  
OR  
b What are the lighting techniques used in 3D animation?
- 14 a Write note on RGB, CMYK and Grayscale.  
OR  
b Following principles of design create a layout of an ad for mobile phone.
- 15 a What is retouching? How is it done in photoshop?  
OR  
b Write a brief note on various selection tools available in photoshop.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Write note on the various principles of animation.
- 17 What is non-linear editing? Explain its process and advantages.
- 18 Elaborate on the methods of 3D modeling.
- 19 What are various elements of design?
- 20 Explain the process of creating animation using image ready.