

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2024  
(Second Semester)**

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

**MULTIMEDIA AND GRAPHICS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Multimedia is widely used to add special ____ to movies. a) arrangement                      b) attachments c) control                                d) effects	K1	CO1
	2	Multimedia is also used for ____ communications and presentations. a) Corporate                            b) Company c) Communal                            d) Commercial	K2	CO2
2	3	Which software is commonly used for creating vector graphics in graphic design? a) Adobe Photoshop b) Adobe Illustrator c) Corel Painter d) Adobe Premiere Pro	K1	CO1
	4	Which file format is best suited for web graphics that require transparency? a) JPEG                      b) PNG                      c) GIF                      d) TIFF	K2	CO2
3	5	Basics elements of Video Editing are: a) Capture                                b) Shot c) Timeline                                d) All of the above	K1	CO1
	6	B-ROLL is: a) Main elements of video footage that enhance the narrative b) Main footage of main subjects of your narrative c) Cut from motion in the first shot d) Footage shot out of order or at separate times	K2	CO2
4	7	What is the process of creating a digital skeleton for characters or objects in 3D Animation? a) Modeling                                b) Rigging c) Animation                                d) Texturing	K1	CO1
	8	What are the 4 default viewports in 3D Animation softwares? a) Left, Right, Top, Bottom b) Left, Top, Front, Perspective c) Birds-eye, Left, Front, Back d) Perspective, Right, Front, Over	K2	CO2
5	9	Which process in 3D Animation involves generating the final image or sequence of images from the 3D scene? a) Rendering                                b) Modeling c) Rigging                                    d) Animation	K1	CO1
5	10	What is the primary purpose of 3D Animation in video games? a) To create realistic visualizations of buildings and interiors b) To showcase products and prototypes c) To bring characters, environments, and gameplay to life d) To explain complex concepts in education and training	K2	CO2

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the role of multimedia in advertising and marketing.	K3	CO3
	(OR)			
	11.b.	Identify the ways in interactive new media influenced storytelling and narrative structures.		
2	12.a.	Organize the significance of color theory in graphic design. How do color choices impact the overall message of a design?	K3	CO3
	(OR)			
	12.b.	Differentiate between raster and vector graphics.		
3	13.a.	Analyze the difference between linear editing and non-linear editing in the context of video production.	K4	CO4
	(OR)			
	13.b.	Classify the popular audio editing software tools, and Brief their primary functionalities with interface.		
4	14.a.	Discover the role of timing and spacing in creating smooth and realistic movement in 2D animation.	K4	CO4
	(OR)			
	14.b.	Examine the concept of tweening in 2D animation. How it simplifies the process?		
5	15.a.	Elaborate the process of modeling in 3D animation.	K6	CO5
	(OR)			
	15.b.	Discuss on the software tools used for creating 3D animations, and what are their primary functions?		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Identify the role of interactivity in multimedia. Why is it important, and how does it enhance user engagement?	K3	CO3
2	17	Identify the importance of balance and symmetry in graphic design compositions. How do these principles contribute to visual appeal?	K3	CO3
3	18	Discover the different video file formats and compression used in video editing.	K4	CO4
4	19	Elucidate the Principles and techniques involved in creating an animation.	K4	CO4
5	20	Elaborate on the process of Inverse Kinematics and Forward kinematics in 3D animation.	K6	CO5