

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BSc DEGREE EXAMINATION DECEMBER 2025  
(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	What does the term "multimedia" refer to? a) Text only b) Text and images only c) Text, images, audio, and video d) Audio only	K1	CO1
	2	What is the function of a storyboard in multimedia production? a) To outline the budget b) To plan the visual sequence of a project c) To write the script d) To edit the final video	K2	CO2
2	3	What is the significance of using a "color palette" in design? a) It determines the file size b) It helps in organizing files c) It ensures color consistency in design d) It enhances audio quality	K1	CO1
	4	Which color model is commonly used for digital screens? a) CMYK      b) LAB      c) HSL      d) RGB	K2	CO2
3	5	What does the term "frame rate" refer to? a) The number of frames captured per second b) The resolution of the video c) The length of the video d) The audio quality	K1	CO1
	6	Which software is primarily used for vector graphics? a) Adobe Photoshop      b) Adobe Illustrator c) Final Cut Pro      d) Avid Media Composer	K2	CO2
4	7	What does the term "compression" refer to in multimedia files? a) Reducing the size of the file b) Enhancing the quality of the file c) Increasing the file resolution d) Modifying the content	K1	CO1
	8	What is "motion graphics"? a) Graphics that don't change b) Graphics that include animation and movement c) Graphics used in print media d) Static images	K2	CO2
5	9	Which of the following techniques involves capturing real-world movements to animate 3D models? a) Keyframing      b) Stop motion c) Motion capture      d) Frame-by-frame animation	K1	CO1
	10	In 3D animation, what does "texturing" refer to? a) Creating a skeletal structure for a model b) Applying images to 3D surfaces to give them color and detail c) Rendering the final animation d) Setting keyframes for animation	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.	Discuss the role of interactivity in multimedia applications. How does it enhance user engagement?	K1	CO1
	(OR)			
	11.b.	What are the challenges of multimedia data transmission over the internet?		
2	12.a.	Interpret the difference between raster graphics and vector graphics? In what scenarios is each more suitable?	K2	CO2
	(OR)			
	12.b.	Explicate what is meant by color models in graphics. How do the RGB and CMYK color models differ, and in what contexts are they used?		
3	13.a.	Elaborate common audio file formats, and what are their primary uses?	K3	CO3
	(OR)			
	13.b.	Brief on video codec, and why is it important for video compression?		
4	14.a.	Illustrate the differences between stop motion and traditional hand-drawn animation?	K4	CO4
	(OR)			
	14.b.	Justify the importance of timing and spacing in animation. How do they affect the perception of motion?		
5	15.a.	Discuss the importance of lighting and shading in 3D animation. How do they affect the realism and visual impact of a scene?	K6	CO5
	(OR)			
	15.b.	Elaborate the 12 principles of animation, and how do they apply specifically to 3D animation?		

**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	Describe the advantages and disadvantages of using multimedia in education.	K2	CO2
2	17	What is the significance of color harmony in design? Describe some common color harmonies techniques such as complementary and analogous.	K3	CO3
3	18	What are some common video file formats, and where are they typically used?	K2	CO2
4	19	How are 3D models created in graphics software? What are the steps involved in modeling, texturing, and rendering?	K6	CO5
5	20	Explain the concept of rendering in computer graphics.	K4	CO4

Z-Z-Z

END