

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2019
(Second Semester)

Branch - VISUAL COMMUNICATION

MULTIMEIDA & GRAPHICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 “Interactive” Media means
 - (i) user is passive
 - (ii) audience only sees and hears
 - (iii) user has option to change the way of using content
 - (iv) content plays on its own
- 2 “Animation” basically means
 - (i) moving images
 - (ii) moving texts
 - (iii) both (i) & (ii)
 - (iv) none of the above
- 3 “Non-linear” editing means
 - (i) Digital editing
 - (ii) discrete editing
 - (iii) Analog editing
 - (iv) both (i) & (ii)
- 4 Identify the video format
 - (i) AIFF
 - (ii) pdf
 - (iii) pdf
 - (iv) .mov
- 5 Identify “Non-design element”.
 - (i) composition
 - (ii) cost
 - (iii) contrast
 - (iv) colour
- 6 “Graphic Design” means
 - (i) using aesthetics while designing
 - (ii) using computers to design
 - (iii) using elements to design
 - (iv) both (i) & (iii)
- 7 “Authoring” stands for
 - (i) integrating all multimedia elements for smooth playing
 - (ii) overwriting text
 - (iii) Re-working using an expert
 - (iv) Rendering effects
- 8 “Key frame” deals with
 - (i) identifying the main frame for further modification
 - (ii) Locking all frames, so as not to change content
 - (iii) to open all other frames
 - (iv) all the above
- 9 “Character Modeling” involves
 - (i) bringing out the shape of the object
 - (ii) using wire-frame to construct an object
 - (iii) using different geo-metrical shapes
 - (iv) All the above
- 10 Expand the acronym “VR”.
 - (i) Video Re-play
 - (ii) Virtual Reality
 - (iii) Video Real-Play
 - (iv) Vertical Rastor

SECTION - B (25 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the animation principles & techniques.
OR
b Bring out multimedia in broad cast applications.
- 12 a Explain the features of Non-linear editing.
OR
b Explain the tools and techniques involved in audio editing-software.
- 13 a Narrate the Graphic Communication in detail.
OR
b State the role of computers in designing.
- 14 a Explain the special features of 2D animation in the industry.
OR
b Describe stop motion animation clearly.
- 15 a State the role and application of virtual reality in the Industry.
OR
b Explain Mesh modeling and ploy modeling.

SECTION -C (40 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 x 8 = 40)

- 16 a Enumerate the interactive and non interactive application of multimedia.
OR
b Explain briefly the elements of multimedia.
- 17 a Discuss briefly video editing software.
OR
b Discuss audio basics and working with audio and audio formats.
- 18 a Explain briefly additive and subtractive colour theories.
OR
b Elucidate the role of typo graph in graphic communication.
- 19 a Discuss 2D animation and write the important features in 2D animation.
OR
b Describe multimedia authoring and stop notion animation.
- 20 a Discuss the important role of visual effects in film industry today with examples.
OR
b Explain character modeling technique in animation briefly with examples.