Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May – 2017**

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|  |  |  |  |
| **Code :** | **16MT1001** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTRODUCTION TO DIGITAL MEDIA** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | Describe in detail about the elements & principles of digital design. | CO2 | 15 |
| b. | Point out the importance of Colour theory in Design. | CO2 | 5 |
| (OR) | | | | |
| 2. | a. | List out any two types of Video equipments commonly used in the Production and highlight its functions. | CO3 | 10 |
| b. | Reproduce the post production process work flow. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Describe the basic shots and angles with examples. | CO3 | 15 |
|  | b. | Compare and contrast vector and raster graphics. | CO2,3 | 5 |
| (OR) | | | | |
| 4. | a. | List out and explain audio equipments with specific uses in studios and outside studios. | CO3 | 10 |
|  | b. | Express the role of sound in films. | CO2,3 | 10 |
|  |  |  |  |  |
| 5. | a. | What is the relevance of  exposure triangle in Composing a Good Photograph? | CO1 | 12 |
|  | b. | Idenfity lenses based on its’ focal length and usage of lens available. Explain with application. | CO1 | 8 |
| (OR) | | | | |
| 6. | a. | Post your biodata on your blog. | CO1 | 10 |
|  | b. | Write the procedure in publishing the same as a blog. | CO1 | 10 |
| 7. | a. | Explain any three types of advertising with suitable examples. | CO 3 | 10 |
|  | b. | Create  the rough draft for a  PSA for any social cause. | CO 3 | 10 |
| (OR) | | | | |
| 8. |  | What is the role of Advertising in today’s world? | CO 3 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Write down the steps needed to design a mobile app for a startup company. Draw the layout used for the same. | CO2 | 15 |
|  | b. | Explain the process in App UI Design. | CO3 | 5 |

ALL THE BEST