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

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**End Semester Examination – Nov/Dec – 2018**

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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)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define scripting. | CO1 | 5 |
| b. | Pen down the importance of storyboarding in video production. | CO1 | 15 |
| (OR) | | | | |
| 2. | a. | State the idea of Color theory with illustration. | CO1 | 10 |
| b. | Brief about the exposure triangle. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Differentiate Vector and Raster Graphics. | CO2 | 10 |
| b. | Differentiate Analog and Digital Audio. | CO1 | 10 |
| (OR) | | | | |
| 4. |  | Explain about the different types of lenses used in photography | CO2 | 20 |
|  |  |  |  |  |
| 5. | a. | Define composition in Photography. | CO2 | 7 |
| b. | List out the types of filters used in Photography. | CO2 | 5 |
| c. | Pen down some of the photo editing techniques. | CO2 | 8 |
| (OR) | | | | |
| 6. |  | Explain the steps involved in creating a blog online. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Write in detail about the Mobile App development with suitable illustration. | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Explain the different types of advertising with examples. | CO3 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Explain in detail about the Basic shots and Angles with examples. | CO1 | 20 |