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



**End Semester Examination – Nov/Dec - 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. |  | Draw the Storyboard for the given story with the proper shots and angles(Minimum 10 Shots).  *The Lion and the Mouse*  Once when a lion, the king of the jungle, was asleep, a little mouse began running up and down on him. This soon wakened the lion, who placed his huge paw on the mouse, and opened his big jaws to swallow him.  "Pardon, O King!" cried the little mouse. "Forgive me this time. I shall never repeat it and I shall never forget your kindness. And who knows, I may be able to do you a good turn one of these days!”  The lion was so tickled by the idea of the mouse being able to help him that he lifted his paw and let him go. Sometime later, a few hunters captured the lion, and tied him to a tree. After that they went in search of a wagon, to take him to the zoo.  Just then the little mouse happened to pass by. On seeing the lion’s plight, he ran up to him and gnawed away at the ropes that bound him. "Was I not right?" said the little mouse, very happy to help the lion.  MORAL: **Small acts of kindness will be rewarded greatly**.C:\Users\Karunya\Downloads\short_stories_lionandmouse3.jpg | CO3 | 20 |
| (OR) | | | | |
| 2. | a. | Explain the detailed workflow of Post Production process. | CO1 | 10 |
| b. | List out the equipments required for an interview program production and justify on your choice on equipments. | CO3 | 10 |
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| 3. |  | Describe in detail about the various elements and principles required for a graphic design. | CO3 | 20 |
| (OR) | | | | |
| 4. | a. | Explain the various process involved in Dubbing and Adding foley for a Movie. | CO2 | 10 |
|  | b. | Why Digital Audio considered to be better than Analog audio? Give some sample Applications where Digital Audio has lead to improvements. | CO3 | 10 |
| 5. | a. | What is the necessity polarizer filter in photography? | CO2 | 5 |
|  | b. | Explain the basic guidelines with regard to exposure in obtaining good photographs. | CO3 | 15 |
| (OR) | | | | |
| 6. | a. | What is a ND filter? What are its applications? | CO3 | 5 |
|  | b. | What is the significance of aperture, shutter speed and ISO in a photography camera? | CO3 | 15 |
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| 7. |  | Explain the stages involved in planning and strategy making to create a good advertisement. | CO 3 | 20 |
| (OR) | | | | |
| 8. |  | Explain with detail the different types of advertising with relevant examples. | CO 3 | 20 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Write down the steps needed to design a mobile app for an upcoming college event. | CO2 | 10 |
|  | b. | Draw and explain the basic layout of a blog. | CO3 | 10 |

ALL THE BEST