

End Semester Examinations - Nov-Dec 2015 Exams

14VC2001 History of art and design

Set B

Time : 3 hrs
Total Marks: 100

1. Discuss about life and art during pre-historic times.

OR

2. Write about Renaissance Art and Architecture

3. Write about development of Printing with special emphasis on Gutenberg

OR

4. Discuss about early forms of writing and rock paintings

5. Discuss about the Italian Renaissance

OR

6. Explain how type faces developed from earlier forms of writing

7. What do you know about Pablo Picasso's contribution to modern art and Cubism ?

OR

8. Write about any three forms of modern art.

9. Trace the development of art from prehistoric times upto the Renaissance movement in Europe.

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2003 Media and Communication

Set A

Time : 3 hrs
Total Marks: 100

1. Define Communication. Discuss types of communication .

OR

2. Discuss about formal communication in an organisation with examples .
3. Write about grapevine communication. Discuss advantages and disadvantages .
4. What is noise in communication? Discuss types of noise .
5. Write about the silent era of Indian Films.

OR

6. Discuss about importance of documentary films
7. Discuss the importance of mass media.
8. Discuss Berlo's model of communication.
9. Discuss about the advantages and disadvantages of advertisements.

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2004 Film Structure and Emotion System

Set A

Time : 3 hrs
Total Marks: 100

1. How does cause and effect play a pivotal role in the narration of a film? Explain with examples.
OR
 2. Explicate the different types of conflict in a plot.
 3. Explicate the three stages of filmmaking process.
OR
 4. Diagrammatically represent and detail the mapping of a story on the plot pyramid using an example.
 5. Elaborate on film form.
OR
 6. List out the different elements of *mise-en-scene* and explain any three with examples.
 7. a) Detail the importance of dialogues in films. Give examples. (10)
b) Make notes on nine act screenplay structure. (10)
OR
 8. Elucidate different types of film genres with examples.
 9. Detail the different methods of characterization when writing for a film.
-

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2005 Sound: Theory and Production

Set A

Time : 3 hrs
Total Marks: 100

1. What are the various characteristics of sound wave? Explain each one of them in detail.

OR

2. Explain the hearing mechanism of human ear with a neat and labeled diagram.

3. Write a short note on:

- a) Dynamic Microphones (6)
- b) Condensor Microphones (6)
- c) Ribbon Microphones (4)
- e) Electret Microphones (4)

OR

4. List down and explain with an example the different types of mono and stereo miking techniques.

5. Write short notes on:

- a) Damping in power amplifier (5)
- b) Slew rate in Power amplifier (5)
- c) Power rating of an Amplifier (5)
- d) Effect of clipping in an amplifier (5)

OR

6. What is the function of a Crossover? What are the different types of Crossover? State any three differences between them.

7. What are the different types of mixing console? List down and explain briefly the features available on a single track of an analog mixing console.

OR

8. Write Short notes on:

- a) Compressor (5)
- b) Limiter (5)
- c) Expander (5)
- d) Noise Gate (5)

9. Explain with a neat diagram the process of Analog to Digital conversion of an audio signal.

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2006 Basic Computers

Set A

Time : 3 hrs
Total Marks: 100

-
1. a) Name and explain the various types of storage that are found in computers. (12 marks)
b) Give a sample system configuration for running Photoshop. Justify the need for each chosen system part. (8 marks)

OR

2. a) Explain the various Raid configurations in detail. (16 marks)
b) What is a PCI slot? What are its applications? (4 marks)

3. a) Explain the various network topologies with diagrams. (10 marks)
b) Explain in detail about Info panel and Colour panel. (10 marks)

OR

4. Name and explain the tools present in the tools palette in Photoshop. (20)

5. a) Name and explain the various types of blur filters available in Photoshop. (14 marks)
b) What are smart filters? Name their advantages. (3 marks)
c) What is a Histogram? Give its application. (3 marks)

OR

6. a) Explain the working, Parameters and applications of vanishing point filter. (14 marks)
b) Explain about masks with examples. (6 marks)

7. a) Explain in detail about Layers panel and its various attributes. (14 marks)
b) Explain the following adjustments.

- i) Vibrance (2 marks)
- ii) Hue/Saturation (2 marks)
- iii) Invert (2 marks)

OR

8. Explain HSL and RGB colour models in detail. (20 marks)
9. Name and explain the various blending modes available in Photoshop. Also give their relevant applications. (20 marks)

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2007 Typography

Set A

Time : 3 hrs
Total Marks: 100

-
1. Explain the typeface spacing principles with examples and illustrations.
OR
 2. Explain the History of typography before the printing was invented.
 3. Explain the design type anatomy with illustrations and examples.
OR
 4. Give the color theory involved in Blue, Green and Purple
 5. Write in detail the concepts of primary, secondary and tertiary colors
OR
 6. Express your Views on the advantages, disadvantage and features of using Serif, Sans Serif and Square Serif.
 7. Design a type advertisement for a real estate company and establish the reason for using the same. Do also classify the advertisement based on the principles of typography
OR
 8. What is a calligram? What are the different ways in which a calligram can be depicted. Draw a calligram for all a dish TV company.
 9. What are the types of calligraphy writings?

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2009 Introduction to Animation

Set B

Time : 3 hrs
Total Marks: 100

-
1. i. What is a Thaumatrope (5 marks)
 ii. Write briefly about the growth of Walt Disney Studios and discuss the various factors that made them excel in animation industry. (15 marks)

OR

2. i. List at least 5 characters of a *good animator*. (5 marks)
 ii. What is *VFX*? (5 marks)
 iii. Write about the different styles of animation you know with examples. (10 marks)

3. i. Describe the process of “inking” in celluloid animation. (5 marks)
 ii. What is “hyper-realistic” animation? Give an example. (5 marks)
 iii. Discuss the stages involved in the production of a celluloid animation project. (10 marks)

OR

4. i. Define the characteristics of vector graphics in detail (10 marks)
 ii. What is the practical goal of 3D graphics? (5 marks)
 iii. Define Computer Simulation. (5 marks)

5. Write an essay on “Projection Mapping” techniques with examples. (20 marks)

OR

6. Explain the following VFX components in short:

- i. Rotoscoping (5 marks)
- ii. Motion Capturing (5 marks)
- iii. Rigging (5 marks)
- iv. Compositing (5 marks)

7. Write about the following software in detail mentioning their specialty in animation production:

- i. Real Flow (5 marks)
- ii. Autodesk Maya (5 marks)
- iii. Fume FX (5 marks)
- iv. Houdini (5 marks)

OR

8. Discuss the “birth of animation” elaborately. (20 marks)

9. Compare the characteristics of *Animation & Simulation* in detail with suitable examples. (20 marks)

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2013 Principles and Techniques of Design

Set B

Time : 3 hrs
Total Marks: 100

1. Write in detail about the following

- a. Color (8 Marks)
- b. Value (7 Marks)
- c. Hue (5 Marks)

OR

2. Write about hierarchy and the reasons for following hierarchy in all the designs. (20 Marks)

3. Write about the design rules. (20 Marks)

OR

4. Write about harmony and emphasis. (20 Marks)

5. Write detail about the typeface categories in typography. (20 Marks)

OR

6. Differentiate opposition and repetition. (20 Marks)

7. Explain the aspects of signs and symbols. (20 Marks)

OR

8. Explain about the Charles pierce theory on semiotics with examples. (20 Marks)

9. Write about signs and codes that are followed by semiotics in our day to day life. (20 Marks)

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2014 Photography basics

Set A

Time : 3 hrs
Total Marks: 100

-
1. What is a camera? Write about the different types of cameras in detail. (20)
OR
 2. Draw a neat diagram of the SLR camera and explain it's working in detail. (20)
 3. What is composition? Explain the various rules of composition in detail with diagrams. (20)
OR
 4. Draw and explain the different types of shots based on the distance of the camera from the subject. (20)
 5. Draw and explain the different camera angles in detail and explain the psychology behind using each. (20)
OR
 6. Write about umbrella light in detail, listing out and explaining the classifications of umbrellas based on material used for construction, size and construction structure. (20)
 7. Draw and explain the working of a strobe light and it's properties. Also explain about the various accessories which can be added to the strobe light to modify the light output. (20)
OR
 8. Write the details of lens and settings for exposure that you would choose on your camera for these scenarios. Justify your choice.
 - (i) A portrait of a person sitting at the beach on a warm sunny day. (5)
 - (ii) A portrait of a person sitting on a park bench in the evening. (5)
 - (iii) A portrait of a person jogging on the street early morning. (5)
 - (iv) A portrait of a baby playing in the park. (5)
 9. What is a filter? Explain the different types of filters classified under Protective, Essential, Special effects and Color. (20)
-

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2015 Screenplay and Script writing

Set B

Time : 3 hrs
Total Marks: 100

1. a. Write short notes on research. (8 Marks)
b. Elaborate the subject with tree diagram. (12 Marks)
OR
2. a. Draw the neat diagram and explain about structure of screenplay. (10 Marks)
b. Describe about basic camera shots, angles and movements. (10 Marks)
3. What are the steps of building a Character, illustrate with example?
OR
4. a. Elaborate the character with tree diagram. (10 Marks)
b. Write 15 impressive characteristics of your friends. (10 Marks)
5. Write a two column script on the theme " I am unique".
OR
6. Write a note on: (10x2=20 Marks)
 - a. Form character.
 - b. Reveal character.
 - c. Incident.
 - d. Plot point
 - e. Physical action.
 - f. Conflict.
 - g. Character.
 - h. Subject.
 - i. Action.
 - j. Screenplay.
7. a. Elaborate the reveal character. (8 Marks)
b. What is the character's dramatic need and its important? (8 Marks)
c. Write the difference between original and adapted screenplay. (4 Marks)
OR
8. Write a story of 200 words on the theme " Encouraging the differently abled".
9. **A Dish of Ice Cream**

In the days when an ice cream sundae cost much less, a 10 year old boy entered a hotel coffee shop and sat

at a table. A waitress put a glass of water in front of him.

“How much is an ice cream sundae?”

“50 cents,” replied the waitress.

The little boy pulled his hand out of his pocket and studied a number of coins in it.

“How much is a dish of plain ice cream?” he inquired. Some people were now waiting for a table and the waitress was a bit impatient.

“35 cents,” she said brusquely.

The little boy again counted the coins. “I’ll have the plain ice cream,” he said.

The waitress brought the ice cream, put the bill on the table and walked away. The boy finished the ice cream, paid the cashier and departed.

When the waitress came back, she began wiping down the table and then swallowed hard at what she saw.

There, placed neatly beside the empty dish, were 15 cents – her tip.

Read the above story and rewrite the story in the film format.

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2018 Form and Colors

Set B

Time : 3 hrs
Total Marks: 100

1. Explain the importance of color management in digital photography with suitable examples. (20 marks)

OR

2. Differentiate Subtractive Theory & Additive Theory of colors in detail (20 marks)

3. i. What colors are involved in 'color value scale'? (2 marks)
 ii. Define Analogous color scheme? (2 marks)
 iii. Define 'Gray Scale'? (2 marks)
 iv. What are color pickers? Discuss their varieties in detail. (14 marks)

OR

4. i. Explain the triad harmony? (5 marks)
 ii. Why lights/highlights play a major role in representing materials of an object in digital painting? (5 marks)
 iii. Discuss the factors behind 'selective color correction' (10 marks)

5. Discuss in detail how you will use colors creatively? (20 marks)

OR

6. List the principles of design and briefly explain each one of them (20 marks)

7. What is Digital Matte Painting? Explain briefly with examples and list its advantages. (20 marks)

OR

8. i. What is 'visible spectrum'? Elaborate. (5 marks)
 ii. Explain "GAMUT" (5 marks)
 iii. What are 'ICC Profiles'? Discuss briefly. (10 marks)

9. i. Define RAW image format in detail. (5 marks)
 ii. Explain 'Color Psychology' in detail with suitable examples. (15 marks)

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2019 Elements of film and video

Set A

Time : 3 hrs
Total Marks: 100

1. a. What are the formal expectations of a film? (4)
b. Write a review on any movie with respect to the significance in its plot. (16)
- OR**
2. a. What is meant by film theme and focus? (4)
b. What are the different principles of film form? Explain in detail. (16)
3. a. Why do we have suspense and action in a story? (2)
b. What is meant by simplicity and complexity in a film story? (2)
c. How to focus a film based up on various categories of ideas? (16)
- OR**
4. a. What are the various elements of dramatic structure? (2)
b. Discuss on the type of symbols used in film (2)
c. Write note on the various process in characterization. (16)
5. a. What are the various issues in casting? (2)
b. What is meant by thawed frame? (2)
c. What is Mise-en-scene? How does it influence the structure of a film? (16)
- OR**
6. a. Define a movie script. (2)
b. Define a storyboard (2)
c. Prepare a script for a 5 minute short film. (16)
7. a. What are the different types of actors? (4)
b. Explain in detail on the various duties and responsibilities of a director. (16)
- OR**
8. a. What is the impact of film to society? (4)
b. Explain in detail on the various film Genres in detail. (16)
9. a. What are the various video and audio formats used? (4)
b. Explain on the terrestrial and satellite transmission of video in detail. (16)

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2020 Creative photography techniques

Set B

Time : 3 hrs
Total Marks: 100

-
1. a) ETTR stands for _____. (1)
- b) Painting elements onto a clean slate is referred to as _____. (1)
- c) SLR stands for _____. (1)
- d) A _____ can be used as a cheap and effective way to reflect light to create a fill on the subject. (1)
- e) Light grid cloth is a type of _____. (1)
- f) The mode on the camera where the flash fires just as the shutter is about to close is called _____. (1)
- g) _____ restricts the spread of light and reduces its intensity. (1)
- h) Shutter speed is measured in _____. (1)
- i) Velvet frost is a type of _____. (1)
- j) _____ lights are used for portraits because they create a round sparkle in the eye of the subject. (1)
- k) _____ light is vital while photographing steam. (1)
- l) When the main source of light illuminating the subject is in the scene itself, it is called as _____. (1)
- m) It is best to use sunlight as a _____ and using artificial lights as the main lights while shooting outdoors. (1)
- n) Lithography is the art of _____. (1)
- o) What is aperture? (2)
- p) What is depth of field? How is it controlled? (4)
- OR**
2. Explain with neat diagrams
- i) Single point lighting (10)
- ii) Two point lighting (5)
- iii) Three point lighting (5)
3. Explain in detail (With camera settings) how to
- a) Achieve freeze action. (5)
- b) Achieve a motion trail. (7)
- c) Background motion blur. (8)

OR

4. Differentiate between 4 sided softboxes, 8 sided soft boxes and umbrellas in a neat tabular form. (20)
5. Explain in detail, the procedure of shooting a timelapse video and explain how one can achieve motion in timelapse. (20)

OR

6. Explain in detail about high speed photography and high speed sync. Also explain about the special accessories that help in achieving high speed sync. (20)
7. Explain in detail about things that can be done in setting up a studio. Also make a list of equipments and budget breakdown for buying them. (20)

OR

8. Write about the responsibilities and work that a sports photographer who is associated with a sports team should do. (20)
9. Explain in detail about wild life photography and important points to keep in mind when photographing animals. (20)

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2021 Lens, light and colors

Set A

Time : 3 hrs
Total Marks: 100

1. a) 24mm lens is also called as _____ lens. (1)
b) RGB color scheme is used for _____ (1)
c) What are the primary colors in printing? (2)
d) What is field stop? (2)
e) What is lens resolution? Write the procedure and calculation involved to determine the resolution of a lens using the Erlend-Ronnekleiv chart? (14)

OR

2. a) 50mm lens is also called as _____ lens. (1)
b) The apparent bending of objects partially immersed in water has been mentioned in _____ (1)
c) What is the psychological character attached to the color red? (2)
d) Define focal point for (4)
 (i) Concave lens
 (ii) Convex lens
e) What is color harmony? How can you achieve color harmony?(12)

3. a) 135mm lens is also called as _____ lens. (1)
b) _____ is known to be a royal color. (1)
c) Define Lens (2)
d) What is aperture stop? (2)
e) In a film, write about the different things that can be achieved by playing with colors (Emotional, dramatic, hidden messages, colors and characters)

OR

4. a) 500mm lens is also known as _____ lens (1)
b) _____ aberration happens due to imperfect curvature of lens (1)
c) What is the psychological emotion attached with black? (2)
d) What is fill light? (2)
e) Write about the psychological effect that different colors have on people. (14)

5. a) _____ is called negative distortion (1)
b) _____ lens can capture 180 degrees of information in front of it. (1)
c) Name any 5 lens making companies. (2)
d) Write Inverse square law. (2)
e) Write about the different types of lenses used in photography (14)

OR

6. a) The earliest reference to a mirror is found in _____ book in _____ (1)
b) Roman philosopher _____ pointed out that a glass globe filled with water can be used for magnifying purposes. (1)
c) What were the theories that Franciscan Roger Bacon formed about lenses? (2)
d) What is a stop? What are the two types of stops? (2)
e) What is a prism? What are the two types of prism? With neat diagrams, explain the following: (14)
(i) Right angled prism
(ii) Penta-prism
(iii) Amici prism
7. a) _____ aberration happens when subject is too close to the lens (1)
b) _____ aberration happens due to imperfect curvature of lens (1)
c) Draw and explain Porro prism (2)
d) What is lens resolution? (2)
e) What is distortion? Explain the following (14)
(i) Barrel and Pin cushion distortion
(ii) Vignetting
(iii) Lens Breathing
- OR**
8. a) _____ proposed the wave theory of light (1)
b) Special theory of relativity was written by _____ (1)
c) What is key light?(2)
d) What is rim light? What is it's use? (2)
e) What is aberration? What are the types of aberration? Explain (14)
(i) Astigmatism
(ii) Coma
9. Write about the classification of umbrella lights based on the following and explain the advantage and disadvantage (if any) of each
a) Material used to build them
b) Size
c) Structure of construction

Wishing you All the Best

End Semester Examinations - Nov-Dec 2015 Exams

14VC2023 Advertising

Set A

Time : 3 hrs
Total Marks: 100

1. Differentiate and explain about promotional mix and marketing mix. (20 Marks)
OR
 2. Write about roles and functions of advertising (20 Marks)
 3. Explain in detail using flowchart about the classification of advertising (20 Marks)
OR
 4. Brief about the consumer, target audience and buyer behaviour. (20 Marks)
 5. Write about advertising agencies and its types (20 Marks)
OR
 6. Explain the following:
 - a. Market segmentation (7 Marks)
 - b. Target marketing (7 Marks)
 - c. Product positioning (6 Marks)
 7. Write in detail about advertising appeals. (20 Marks)
OR
 8. What are the media objectives and strategies to be followed in advertising? (20 Marks)
 9. Explain and compare print media and electronic media advertising with suitable examples. (20 Marks)
-

Wishing you All the Best
