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



**End Semester Examination – Nov / Dec – 2019**

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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.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Assess the importance of screenplay in filmmaking using example. | CO3 | 20 |
| **(OR)** | | | | |
| 2. |  | Classify the six principles which will assist in producing a successful graphic design. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Explain the applications of digital audio. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Describe the basics of audio defining the key terms related to it. | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | Demonstrate the principles of lighting in photography. | CO2 | 20 |
| **(OR)** | | | | |
| 6. |  | Discuss the types of filters available in photography and their purpose of usage. | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | Illustrate the six phases involved in mobile application development process. | CO2 | 20 |
| **(OR)** | | | | |
| 8. |  | Summarize the process involved in setting up a blog and publishing a post. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Construct the strategies for creating a successful advertisement campaign. | CO3 | 20 |