FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2020

(CBCSS)

Multimedia

MMM 1C 01—VISUAL COMMUNICATION

(2019 Admissions)

Time : Three Hours   Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend* **all** *questions in each section.*

2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*

3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A (Short Answers)

Answer any **four** *of the following.*

1. What is positive space in a frame ?

2. What is meant by structuring a Scene ?

3. Write a short note on f-stop and t-stop.

4. Write a short note on re-recording.

5. Explain the importance of colour balance in capturing an image.

6. Write about the properties of Colour.

7. What is Frame proportion ?

(4 × 2 = 8 weightage)

Part B (Short Essays)

Answer any **four** *of the following.*

8. What is Aspect ratio ? What are the aspect ratios considered in different formats ?

9. Briefly explain importance of color in communication.

Turn over

10. Differentiate between Artificial lighting and Natural lighting.

11. Explain the three main parts of a condenser microphone and explain its working in detail.

12. Briefly explain the concept of editing and its process.

13. Write a short essay on optical movement.

14. Briefly explain the role of VFx in present day cinema.

(4 × 3 = 12 weightage)

Part C (Long Essays)

*Answer any **two** of the following.*

15. Explain, how digital production affects the film industry ?

16. Explain visual communication and aesthetic in Photography.

17. Narrate the basic techniques for Composition-Principles and Rules.

18. Discuss the influence of visual media on Indian life.

(2 × 5 = 10 weightage)

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(CBCSS)

Multimedia

MMM 1C 03—DIGITAL ILLUSTRATION AND TYPOGRAPHY

(2019 Admissions)

Time : Three Hours   Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend* **all** *questions in each section.*

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Part A (Short Answers)

Answer any **four** *of the following.*

1. Suggest some useful third party plug-ins for Photoshop.

2. What are Photoshop blend modes ? List any *five* blend modes and their uses.

3. What are Photoshop Layer Styles ? Briefly explain its advantages.

4. Explain Raster and Vector images.

5. What is a Bit Map ? How to use Bit Map mode in Illustrator ?

6. What is the use of Adjustment Layer in Illustrator ?

7. Briefly explain the method of creating and editing 3D objects in Illustrator.

(4 × 2 = 8 weightage)

Turn over

Part B (Short Essays)

Answer any **four** *of the following.*

8. Explain Live Paint Bucket tool in Illustrator.

9. Discuss the possibilities of Asset Export option in Illustrator.

10. Describe the use of Appearance window in Illustrator.

11. Discuss the use of Face- Aware Liquify option in Photoshop.

12. What is the use of Colour Lookup window in photoshop ?

13. Explain the use of Select and Mask option in Photoshop.

14. Why Curves is considered as one of the most powerful tools in Photoshop ?

(4 × 3 = 12 weightage)

Part C (Long Essays)

Answer any **two** *of the following.*

15. Explain in detail the Photoshop filters Lens Correction and Adaptive Wide Angle.

16. Write down an essay about the colour adjustments options in Photoshop.

17. Describe in detail about Live Paint option in Illustrator. Discuss its advantages and limitations.

18. Write down the work flow of editing an artwork in illustrator using Image Trace option.

(2 × 5 = 10 weightage)

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(CBCSS)

Multimedia

MMM 1C 02—WRITING FOR THE MEDIA

(2019 Admissions)

Time : Three Hours　　　　　　　　　　　　　　　　Maximum : 30 Weightage

General Instructions

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2. *The minimum number of questions to be attended from the Section/Part shall remain the same.*

3. *There will be an overall ceiling for each Section/Part that is equivalent to the maximum weightage of the Section/Part.*

Part A (Short Answers)

Answer any **four** *of the following.*
Each question carries 2 weightage.

1. Write a short note on Citizen Journalism.

2. Explain the fundamentals of editing news.

3. What do you mean by Scoops ?

4. Explain the structure of a News story.

5. What do you mean by Hard and Soft news ?

6. Explain News Values.

7. What is a Tabloid ?

(4 × 2 = 8 weightage)

Part B (Short Essays)

Answer any **four** *of the following.*
Each question carries 3 weightage.

8. Discuss the status of news in the age of instant communication.

9. Write a short note on television documentaries.

10. What is the significance of pictures/ photographs in print journalism ?

Turn over

11. Media is a social institution. Comment ?

12. Explain the differences between writing for Newspaper and writing for Television news.

13. Explain the different components of a television news.

14. Discuss the functions of editing in newspaper journalism.

(4 × 3 = 12 weightage)

Part C (Long Essays)

Answer any **two** *of the following.*
Each question carries 5 *weightage.*

15. What are the processes involved in bringing out a day's newspaper - detail the processes involved from collecting a news story till publishing it.

16. Live coverage has made news a 24 hours business. Discuss the elements of news in the context of globalized world.

17. Discuss the difference between news as information, education, and entertainment with examples.

18. Explain the role of BBC and CNN in putting a benchmark in television news scenario.

(2 × 5 = 10 weightage)