

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020****BVC****BVC 3C 02—SCRIPTING AND STORY BOARDING****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BVC 3C 02—SCRIPTING AND STORY BOARDING
(Multiple Choice Questions for SDE Candidates)

1. Trailer :

- (A) Theatrical advertisement for an upcoming film.
- (B) News reel.
- (C) Trolley.
- (D) None of the above.

2. Screenplay.

- (A) A specific script.
- (B) Play back.
- (C) One line script.
- (D) None of the above.

3. Shooting Script.

- (A) Final draft used on set by the production people.
- (B) Script prepared during shooting.
- (C) A review of script.
- (D) None of the above.

4. Slug Line :

- (A) Beginning of a scene that briefly describes the location and time of day.
- (B) Sub title.
- (C) Closing film.
- (D) Captions.

5. MATCH CUT TO :

- (A) A transition often used to compare two completely unrelated objects.
- (B) Cutting film.
- (C) Removing.
- (D) None of the above.

6. Feature Film :

- (A) Any film at least one hour long that people pay to see.
- (B) Documentary.
- (C) Advertorial.
- (D) None of the above.

7. Dialog :

- (A) People are supposed to say according to the script.
- (B) Discussion with script writer and director.
- (C) Title card.
- (D) None of the above.

8. Soap Opera :

- (A) Serial drama, on television.
- (B) Russian Opera.
- (C) Italian opera.
- (D) None of the above.

9. ENG :

- (A) English News Group.
- (B) Electronic News gathering.
- (C) Electronic News Group.
- (D) English News Gathering.

10. Programmes genre where the unscripted behavior of ordinary people are the focus of interest is known as _____.

- (A) Actuality Footage.
- (B) Reality Television.
- (C) Naturalism.
- (D) Real TV.

11. The number of minutes of tape used to shoot a sequence compared to the screen time of the finished product is known as _____.

- (A) Shooting ratio.
- (B) Canning ratio.
- (C) Fog index.
- (D) Screen index.

12. Program genres where the unscripted behaviors of ordinary people are the focus of interest is known as _____.

- (A) Realism.
- (B) Actuality footage.
- (C) Naturalism.
- (D) Reality TV.

13. Bert Haanstra's classic documentary _____ documents Holland's struggle against the sea :
- (A) Delta Project. (B) Delta Finale.
(C) Delta Phase I. (D) The Eastern Scheldt.
14. _____ was the first film maker who introduced parallel action editing (cross-cut) to heighten the anxiety of the audience.
- (A) Cecil Hepworth. (B) D.W. Griffith.
(C) Mack Sennette. (D) Stuart Blackton.
15. Sir David Attenborough is a renowned :
- (A) Script writer. (B) Film editor.
(C) Feature film director. (D) Video documentary director.
16. Quantitative research :
- (A) Numerical analysis.
(B) Using old documents.
(C) A systematic analysis written work.
(D) None of the above.
17. _____ is not a type of liner editing.
- (A) Assemble editing. (B) Insert editing.
(C) A/B roll editing. (D) Slide editing.
18. Film strip normally runs at a speed of _____ per second.
- (A) 24 frames. (B) 25 frames.
(C) 30 frames. (D) 16 frames.
19. The video effect that slowly replaces one image on the screen with another is known as _____.
- (A) Bumper. (B) Bridge.
(C) Dissolve. (D) Crash.
20. The first shot is a man looking up. The second shot is a low angle shot of a high rise apartment. The second shot is a _____ shot.
- (A) Long shot. (B) Mid - shot
(C) Extreme long shot. (D) Point - of - view.

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

BVC

BVC 3C 02—SCRIPTING AND STORY BOARDING

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Flash Back.
2. Explain Conflict.
3. Studio Production.
4. Casting.
5. Very Long Shots.
6. Dialogues.
7. Melodrama.
8. Explain-treatment.
9. Point of view.
10. INT/EXT.
11. Properties.
12. Synopsis.

(8 × 3 = 24 marks)

Section B*Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. What are the features of suspense thriller ?
14. Differentiate a corporate presentation from an advertisement.

15. What are the challenges in making a historical movie screenplay ?
16. What is a story board ? Explain the functions of storyboards.
17. Explain the three-act dramatic structure.
18. 'A Script writer must be a good communication' comment on the verbal and non-verbal measures of story telling.
19. Prepare a split page PSA script for Covid 19 Vaccination campaign.

(5 × 5 = 25 marks)

Section C

Answer any one questions.

Each question carries 11 marks.

20. What is a script ? Explain the various stages in script writing.
21. 'A script is the blue print of a video product' explain the relevance of perfection in scripting.

(1 × 11 = 11 marks)

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

BVC

BVC 3C 01—ADVERTISING

Time : Two Hours

Maximum : 60 Marks

Section A

*Answer atleast eight questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 24.*

1. Explain the concept of Media mix.
2. Advertorial.
3. Brand image.
4. Public service Advertising.
5. Shock ads.
6. DAGMAR.
7. Integrated Sales Promotion.
8. Catalogue Advertising.
9. Advertising appeal.
10. Social Media Marketing.
11. Target Audience.
12. Concept Testing.

(8 × 3 = 24 marks)

Section B

*Answer atleast five questions.
Each question carries 5 marks.
All questions can be attended.
Overall Ceiling 25.*

13. Describe the process of successful media planning.
14. Discuss the principle of good layout for an Advertisement copy.

Turn o

15. What are the attributes of brand identity ?
16. Why market research is important in advertising ? Discuss briefly how it is conducted.
17. Distinguish between advertisement and publicity.
18. Discuss the steps and stages involved in producing a TV commercial.
19. What are the different stages in the creation of a successful brand ?

(5 × 5 = 25 marks)

Section C

*Answer any one question.
The question carries 11 marks.*

20. Critically examine need for ethics in Advertising.
21. What factors should be kept in media scheduling ?

(1 × 11 = 11 marks)

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.V.C.

BVC 3B 04—HISTORY AND THEORY OF ART

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Impressionism.
2. Cubism.
3. T. K. Padmini.
4. Fauvism.
5. Rabindranath Tagore.
6. Caravaggio.
7. Minimal art.
8. Paul Cezanne.
9. Realism.
10. Op art.
11. Colour tones.
12. Additive colour mixing.
13. Amrita Shergil.
14. Monochromatic colour schemes.
15. Applied arts.

(10 × 3 = 30 marks)

Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. What are avant -garde art movement.
17. Briefly explain about the three orders of architecture originated in Greece.
18. List the Six Limbs of Indian Painting.
19. Explain Art Nouveau.
20. Evaluate the importance of the Bengal School artists in the making of a national style of art.
21. Give an account on Vincent van Gogh and his paintings.
22. Write a short essay about Gothic Art.
23. Briefly mention the major art movements that mostly operated in the realm of applied arts.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Explain in detail about Modern Art movements.
25. List and explain the major painting techniques of Italian Renaissance art.
26. Write an essay on the major trends in the contemporary Indian Art.
27. Write an essay on the ideas and views of artists of the Impressionist period.

(2 × 10 = 20 marks)

THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2020

BVC

BVC 3B 03—THEORY OF VISUAL DESIGN

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Aerial perspective.
2. screen printing.
3. Pixel.
4. Contrast.
5. Harmony.
6. X- height.
- 7 Counter space.
8. Symmetry.
9. Tone.
10. Texture.
11. Prototype.
12. Articulation.
13. Volatile image.
14. Symbol.
15. Warm colour.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30..*

16. What is the importance of colour in design ?
17. Explain the power of visual.

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**THIRD SEMESTER B.A./B.Sc. (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

BVC

BVC 3C 02—SCRIPTING AND STORY BOARDING

(2017 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

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BVC 3C 02—SCRIPTING AND STORY BOARDING
(Multiple Choice Questions for SDE Candidates)

1. Trailer :
 - (A) Theatrical advertisement for an upcoming film.
 - (B) News reel.
 - (C) Trolley.
 - (D) None of the above.
2. SPLIT SCREEN SHOT :
 - (A) The space of the frame is split into more frames.
 - (B) Splitting of pages.
 - (C) Splitting of scenes.
 - (D) None of the above.
3. LAP DISSOLVE :
 - (A) Fading out one shot while the next one grows clearer.
 - (B) Last shot.
 - (C) Beginning shot.
 - (D) None of the above.
4. Intercutting :
 - (A) At a point, two scenes will be shown a few moments each, back and forth.
 - (B) Cut between shots.
 - (C) Clapping.
 - (D) None of the above.
5. Dialog :
 - (A) People are supposed to say according to the script.
 - (B) Discussion with script writer and director.
 - (C) Title card.
 - (D) None of the above.

6. Beat :
- (A) The actor should pause a moment, in silence, before continuing the scene
 - (B) Statement.
 - (C) Interview.
 - (D) None of the above.
7. Bert Haanstra's classic documentary _____ documents Holland's struggle against the sea.
- (A) Delta Project.
 - (B) Delta Finale.
 - (C) Delta Phase I.
 - (D) The Eastern Scheldt.
8. _____ was the first film maker who introduced parallel action editing (cross-cut) to heighten the anxiety of the audience.
- (A) Cecil Hepworth.
 - (B) D.W. Griffith.
 - (C) Mack Sennette.
 - (D) Stuart Blackton.
9. Treatment, a terminology in cinema means _____.
- (A) Synopsis of a film.
 - (B) A proposal for the production of a film.
 - (C) A short written outline of a film specifying how the story is to be told.
 - (D) Summary of the story.
10. Sir David Attenborough is a renowned :
- (A) Script writer.
 - (B) Film editor.
 - (C) Feature film director.
 - (D) Video documentary director.
11. Docu-drama :
- (A) Fictionalized drama based on actual events.
 - (B) A modern drama.
 - (C) Documentary.
 - (D) None of the above.
12. Soap Opera :
- (A) Serial drama, on television.
 - (B) Russian Opera.
 - (C) Italian opera.
 - (D) None of the above.

13. ENG :
- (A) English News Group. (B) Electronic News gathering.
(C) Electronic News Group. (D) English News Gathering.
14. Programmes genre where the unscripted behavior of ordinary people are the focus of interest is known as _____.
- (A) Actuality footage. (B) Reality television.
(C) Naturalism. (D) Real TV.
15. The number of minutes of tape used to shoot a sequence compared to the screen time of the finished product is known as _____.
- (A) Shooting ratio. (B) Canning ratio.
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16. _____ is not a type of liner editing.
- (A) Assemble editing. (B) Insert editing.
(C) A/B roll editing. (D) Slide editing.
17. Film strip normally runs at a speed of _____ per second.
- (A) 24 frames. (B) 25 frames.
(C) 30 frames. (D) 16 frames.
18. The video effect that slowly replaces one image on the screen with another is known as _____.
- (A) Bumper. (B) Bridge
(C) Dissolve. (D) Crash.
19. Which of the following is not part of the five C's of cinematography ?
- (A) Compulsion. (B) Camera angles.
(C) Cutting. (D) Composition.
20. Composition :
- (A) Arrangements of camera parts. (B) Pleasing arrangements of elements.
(C) Focusing. (D) None of the above.

**THIRD SEMESTER B.A./B.Sc. (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

BVC

BVC 3C 02—SCRIPTING AND STORY BOARDING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. Soap operas.
2. Continuity.
3. Cut.
4. Conflict.
5. Road Movie.
6. Shot.
7. Flash back.
8. Costumes.
9. Properties.
10. Synopsis.

(10 × 1 = 10 marks)

Section B*Answer any eight questions.**Each question carries 2 marks.*

11. What are the features of suspense thriller ?
12. Explain the film noir.
13. INT/EXT.
14. Point of View.
15. Screenplay.
16. Steady Cam Shot.

Turn over

17. Wide Angle.
18. John Paul Puthusery.
19. Interviewing.
20. Montages.

(8 × 2 = 16 marks)

Section C

*Answer any six questions.
Each question carries 4 marks.*

21. Explain Multiple narratives with an example.
22. What is speculation script ? Explain the features of a speculative script.
23. Make an overview on film genres.
24. Differentiate a corporate presentation from an advertisement.
25. What is 'script break down' ? Comment on the relevance of it.
26. Prepare a split page Script for 45 sec. advertisement of a handwash liquid soap.
27. What are the challenges of a professional script writer ?
28. Explain the three-act dramatic structure.
29. Comment on the art direction in moviemaking.
30. What are the challenges in making a historical movie screenplay ?

(6 × 4 = 24 marks)

Section D

*Answer any two questions.
Each question carries 15 marks.*

31. What is a script ? Explain the various stages in script writing.
32. What are the traits and qualities of a script writer ?
33. Comment on the aesthetic perspective of script writing.
34. What are the moral and ethical considerations in preparing a screenplay ?

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

BVC

BVC 3C 01—ADVERTISING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

I. Answer all questions :

- 1 Define Target Audience.
- 2 'Don't be Evil'.
- 3 Copy Editing.
- 4 Display Advertising.
- 5 Advertorial.
- 6 Advertising Standards Authority.
- 7 Campaign Advertising.
- 8 SEO.
- 9 Eye Tracking.
- 10 Interactive Advertising Bureau.

(10 × 1 = 10 marks)

Part BII. Write short note on all *eight* questions :

- 11 Pop up ad.
- 12 Skyscraper ad.
- 13 DOOH.
- 14 Product Placement.

Turn over

- 15 Leaflets.
- 16 What are the types of Advertising Media ?
- 17 Persuasive Communication.
- 18 Podcast.

(8 × 2 = 16 marks)

Part C

III. Answer any *six* out of nine questions :

- 19 What are the main objectives of advertising research ?
- 20 Describe in detail the concept of customer segmentation.
- 21 Distinguish between pre-production and post-production stages.
- 22 Distinguish between billboard advertising and point of purchase advertising.
- 23 Detail the characteristics of an online ad.
- 24 Analyze any of your favorite jewellery ad.
- 25 Describe how consumer behaviour can help to design the advertising strategy.
- 26 State the various key points to be concentrated in product positioning.
- 27 Write a small note on the different types of advertising agency.

(6 × 4 = 24 marks)

Part D

IV. Write any *two* out of four :

- 28 Critically analyze the language in a radio advertisement.
- 29 What do you mean by copywriting and elaborate about the skills required for copy writing ?
- 30 State the marketing strategies adopted by any product to overcome their controversy, cite with examples ?
- 31 Describe in detail the various principles of good layout.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.V.C.

BVC 3B 04—HISTORY AND THEORY OF ART

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all the questions.*

1. Which art movement is known as Anti-Establishment and Anti-Art ?
2. Art form that created with the patterns or pictures made by embedding small pieces of stone or glass in cement on surfaces such as walls and floors is known as ?
3. Which colour will be created when yellow and blue pigments added together in equal ratio ?
4. In perspective drawing, the lines those are drawn parallel to one another and at right angles to the ground plane is called ?
5. Name the school of the architecture and design, founded in 1919, Weimer in Germany by the architect Walter Gropius.
6. Who invented the first ColourWheel ?
7. A form of rock art, in which, images created by removing part of a rock surface by incising, picking, carving, or abrading, is known as ?
8. Colours appear side-by-side on the color wheel is known as ?
9. Who painted "The Starry Night" ?
10. In perspective drawing, the height at which our eyes observe an object is known as ?

(10 × 1 = 10 marks)

Part B*Answer any eight questions, each in about 60 words.*

11. Petroglyphs of Bhimbetka.
12. Francis Newton Souza.
13. Les Fauves.

Turn over

14. Cubism.
15. Bengal School of Art.
16. Foreshortening.
17. Three basic properties of colour.
18. Raphael.
19. Romanticism.
20. Progressive Artists Group.

(8 × 2 = 16 marks)

Part C

Answer any six questions, each in about 120 words.

21. Pop Art.
22. Mural paintings in Kerala.
23. Artmovements that influenced installation art.
24. Color wheel.
25. Claude Monet.
26. Rococo Architecture.
27. Explain Two Point perspective drawing with the help of a diagram.
28. M F Husain.
29. Indian rock-cut architecture.
30. K.C.S. Panikar.

(6 × 4 = 24 marks)

Part D

Write essay on any two of the following questions.

31. Write a profile of the prominent Indian painters.
32. Describe the elements for a well composed picture with examples and illustrations if necessary.
33. Explain the Surrealist techniques.
34. Assess the significance of Byzantine art.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.V.C.

BVC 3B 03—THEORY OF VISUAL DESIGN

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all the questions.**Each question carries 1 mark.*

1. In perspective drawing, the imaginary lines pointing to the vanishing point are referred to as :
(a) Transversal Lines. (b) Orthogonal Lines.
(c) Eye Level. (d) Horizon.
2. In modern figure drawing, the height measurement of an ideal human figure is _____ heads.
(a) 7. (b) 8.
(c) 9. (d) 10.
3. Which of the following grade represents the darkest pencil ?
(a) H. (b) HB.
(c) B. (d) 2B.
4. Which of the following is an example of the intaglio printing process ?
(a) Gravure. (b) Flexography.
(c) Lithography. (d) Linocut.
5. Which of the following animation principle indicates preparation for an action ?
(a) Secondary Action. (b) Overlapping Action.
(c) Anticipation. (d) Exaggeration.
6. Which of the following type of printer gives the high-quality print ?
(a) Laser. (b) Line.
(c) Ink-Jet. (d) Dot-Matrix.

Turn over

7. The darkest dark area on the form, that appears as a line or plane parallel to the light source, benefitting from neither direct light nor reflected light is called :
- (a) Cast Shadow (b) Highlight.
(c) Core Shadow. (d) Shadow Area.
8. Which of the following is not a calligraphic letter classification ?
- (a) Chancery. (b) Etruscan.
(c) Uncial. (d) Humanist.
9. In painting, which of the following is not included in the list of primary colors ?
- (a) Blue. (b) Green.
(c) Red. (d) Yellow.
10. According to which of the following design principle, the individual parts of the design comes together as visually compelling and a meaningful whole :
- (a) Harmony. (b) Rhythm
(c) Unity. (d) Balance.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions, each in about 60 words.

Each question carries 2 marks.

11. Contour Drawing.
12. Relief Printing Process.
13. Vanishing Point.
14. Tracking and Kerning.
15. Tooth of a Paper.
16. Corpus Size.
17. Secondary Action.
18. Electrostatic Printing.
19. Straight Ahead and Pose to Pose Animation.
20. F Pencil.

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any **six** questions, each in about 120 words.

Each question carries 4 marks.

21. Explain Gesture Drawing with examples.
22. Write in detail about, different properties and features of drawing papers.
23. What is the difference between Font and a Typeface ?
24. Construct a Cone in Two-Point perspective below eye-level to the left of vanishing point.
25. What are the advantages and disadvantages of using different grades of Graphite Pencils ?
26. Explain the difference between Core Shadow and CastShadow with the help of an example.
27. Write in detail about Serif and Sans-Serif typefaces.
28. Differentiate between DPI and PPI.
29. Write in detail about Watercolor and Gouache Paints.
30. Give notes on following Principles of Design :
(a) Unity ; (b) Balance ; (c) Contrast ; and (d) Movement.

(6 × 4 = 24 marks)

Part D

Write essay on any **two** of the following questions.

Each question carries 15 marks.

31. Write an essay about the Elements of Design.
32. Draw the front view of a human head with proper use of grids.
33. Write an essay about major Types of Printing Processes.
34. What is Typography ? Explain how it is important in Web and Graphic Designs.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.V.C.

VCM 3B 05—HISTORY AND THEORY OF ART

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part AI. Answer *all* the questions :

- 1 Dali is _____ (Art movement) artist.
- 2 Mexican artist Diego Rivera is the husband of _____.
- 3 _____ writing or drawings made on a wall or other surface, usually without permission and within public view.
- 4 The famous artist Raffaello Sanzio da Urbino is commonly known by this name _____.
- 5 Define manuscript.
- 6 _____ it evolved from Romanesque architecture and was succeeded by Renaissance architecture.
- 7 Define secondary color.
- 8 Visual Pleasure and Narrative Cinema is authored by _____.
- 9 Kochi Muziris is the venue of _____.
- 10 _____ is the creator of the painting 'The Vitruvian Man'.

(10 × 1 = 10 marks)

Part BII. Write short note on all *eight* questions :

- | | |
|----------------|---------------------|
| 11 Modern art. | 12 Harmony. |
| 13 Dada. | 14 Abstract art. |
| 15 Pop art. | 16 Gaze. |
| 17 Shape. | 18 Amrita Sher-Gil. |

(8 × 2 = 16 marks)

Turn over

Part C

III. Answer any *six* out of nine questions :

- 19 Gestalt principles of perception.
- 20 Medieval art.
- 21 Make a note on Aesthetics.
- 22 Write about plastic art.
- 23 Oil Painting.
- 24 Kerala Lalithakala Academy.
- 25 Chalukya paintings.
- 26 Detail Art Curation.
- 27 Mauryan Period Architecture.

(6 × 4 = 24 marks)

Part D

IV. Write any *two* out of four :

- 28 Elaborate any five performance art in India.
- 29 Critically review any of the known sculpture in Kerala.
- 30 Write an essay on the artists in the age of surrealism.
- 31 What are the different types of art forms.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 3C 02—SCRIPTING AND STORY BOARDING

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 15

Maximum : 15 Marks

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BVC 3C 02—SCRIPTING AND STORY BOARDING

(Multiple Choice Questions for SDE Candidates)

1. Structure of script :
 - (A) Dialogue and description.
 - (B) Elements of design.
 - (C) Design of characters.
 - (D) None of the above.
2. SUPER :
 - (A) Abbreviation for superimpose.
 - (B) Super star.
 - (C) Super picture.
 - (D) None of the above.
3. Shooting Script :
 - (A) Final draft used on set by the production people.
 - (B) Script prepared during shooting.
 - (C) A review of script.
 - (D) None of the above.
4. Slug Line :
 - (A) Beginning of a scene that briefly describes the location and time of day.
 - (B) Sub title.
 - (C) Closing film.
 - (D) Captions.
5. Encoding :
 - (A) Convert Text to Code.
 - (B) Convert code to text.
 - (C) Convert to code to another code.
 - (D) None of the above.
6. Final Draft :
 - (A) Writers last rewrite of a script.
 - (B) Drafting.
 - (C) Fair copy.
 - (D) Shooting script.

7. Beat :
- (A) The actor should pause a moment, in silence, before continuing the scene.
 - (B) Statement.
 - (C) Interview.
 - (D) None of the above.
8. _____ was the first film maker who introduced parallel action editing (cross-cut) to heighten the anxiety of the audience.
- (A) Cecil Hepworth.
 - (B) D.W. Griffith.
 - (C) Mack Sennette.
 - (D) Stuart Blackton.
9. Sir David Attenborough is a renowned _____.
- (A) Script writer.
 - (B) Film editor.
 - (C) Feature film director.
 - (D) Video documentary director.
10. Creating a storyboard of a video programme is usually at :
- (A) Production stage.
 - (B) After the shoot.
 - (C) Pre-production stage.
 - (D) Scripting stage.
11. Programmes genre where the unscripted behavior of ordinary people are the focus of interest is known as _____.
- (A) Actuality footage.
 - (B) Reality television.
 - (C) Naturalism.
 - (D) Real TV.
12. _____ is not a type of liner editing.
- (A) Assemble editing.
 - (B) Insert editing.
 - (C) A/B roll editing.
 - (D) Slide editing.
13. Camera angles, continuity, cutting, close - ups and _____ are the five C's of Cinematography..
- (A) Compulsion.
 - (B) Calculation.
 - (C) Co-operation.
 - (D) Composition.

14. The video effect that slowly replaces one image on the screen with another is known as _____.

(A) Bumper.

(B) Bridge.

(C) Dissolve.

(D) Crash.

15. Candid pictures :

(A) Posed picture.

(B) Un posed pict.

(C) Group photo.

(D) None of the above.

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 3C 02—SCRIPTING AND STORY BOARDING

(2019 - 2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Field production.
2. Parenthetical.
3. Genre.
4. Character.
5. Subjective shots.
6. Climax.
7. Signposts.
8. Kim Ki Duk.
9. Science fiction.
10. Road movies.
11. Soap operas.
12. Continuity.

(8 × 3 = 24 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What are the stages in the preparation of a documentary script ?
14. Explain the risks in an adaptation screenplay preparation.
15. What do you mean by flow of ideas in story telling ?
16. What do you mean by audio visual language of storytelling ?
17. Explain Multiple narratives with an example.
18. Comment on the constrains in scripting for a short film.
19. 'A Script writer must be a good communicator' comment on the verbal and non-verbal measures of storytelling.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. What are the traits and qualities of a script writer ?
21. What are the moral and ethical considerations in preparing a screenplay ?

(1 × 11 = 11 marks)

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Visual Communication

BVC 3B 04—HISTORY AND THEORY OF ART

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answers)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

- | | |
|-------------------------|----------------------|
| 1. Sayed Haider Raza. | 2. The Pieta. |
| 3. K.C.S. Panicker. | 4. Mithila painting. |
| 5. Trompe l'oeil. | 6. Applied arts. |
| 7. Jamini Roy. | 8. The thinker. |
| 9. Colour tones. | 10. Triadic colours. |
| 11. Nandalal Bose. | 12. Art nouveau. |
| 13. Nataraja sculpture. | 14. Raja Ravi Varma. |
| 15. Atul Dodiya. | |

(10 × 3 = 30 marks)

Section B (Short Essays)*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Write a paragraph about subtractive color mixing model.
17. Briefly explain about the three orders of architecture originated in Greece.
18. Describe the ideologies of the art movement Romanticism.

Turn over

19. Explain the characteristics of Baroque art.
20. List the Six Limbs of Indian Painting.
21. What are avant-garde art movements ?
22. Write a short essay about Gothic art.
23. Why Raphael is counted as one of the greatest Italian Renaissance artists ?

(5 × 6 = 30 marks)

Section C (Essays)

*Answer any two questions.
Each question carries 10 marks.*

24. Explain in detail about Modern Art movements.
25. Write an essay about Italian art movements.
26. Write an essay about the surrealist techniques.
27. Write an essay on the form and style of mural paintings of Kerala.

(2 × 10 = 20 marks)

THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Visual Communication

BVC 3B 03—THEORY OF VISUAL DESIGN

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 30.

1. Define tone.
2. Explain contrast.
3. Target audience.
4. Interior designer.
5. Point of view.
6. Primary colours.
7. Define symmetry.
8. What is composition ?
9. Rhythm.
10. Continuity.
11. Perspective.
12. Hue.
13. Texture.
14. Cool colours.
15. Thumbnail.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer atleast five questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.*

16. What are visual arts ?
17. What is the importance of colour in design ?
18. Define design brief.
19. Explain the process of design.
20. What are the two major categories of Digital Images ?
21. Explain the basics of image making.
22. What are the design methods ?
23. Explain the role of typography in web.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Elaborate 'the principles of design'.
25. Explain the fundamental principles of animation.
26. Define the elements of design.
27. Explain the various softwares used for the image manipulation and editing.

(2 × 10 = 20 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.V.C.

BVC 3C 02—SCRIPTING AND STORY BOARDING

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

- | | |
|---------------|-------------------------|
| 1. Frames. | 2. Fiction. |
| 3. Climax. | 4. Comedy. |
| 5. Wardrobes. | 6. Docufiction. |
| 7. Inserts. | 8. Melodrama. |
| 9. Signposts. | 10. Establishment Shot. |

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. What is plot ?
12. Very Long Shots.
13. Lens movements.
14. Dialogue.
15. Studio Production.
16. Casting.
17. EXT.
18. Logical continuity.
19. Science Fiction.
20. Kim Ki-duk.

(8 × 2 = 16 marks)

Turn over

Section C

*Answer any six questions.
Each question carries 4 marks.*

21. What is a story board ? Explain the functions of storyboards.
22. What are the characteristics of a documentary script ?
23. What do you mean by audio visual language of storytelling ?
24. Prepare a split page PSA script for Covid 19 Vaccination campaign.
25. 'A Script writer must be a good communicator' comment on the verbal and nonverbal measures of storytelling.
26. Explain the risks in an adaptation screenplay preparation.
27. What are the exclusive features of an educational video ?
28. Which are the various page formats used for scripting ? Comment on the features of each type.
29. Comment on the constrains in scripting for a short film.
30. Evaluate scripting as an art.

(6 × 4 = 24 marks)

Section D

*Answer any two questions.
Each question carries 15 marks.*

31. What are the various types of scripts ? Explain with the features of each type.
32. What is a plot treatment ? Comment on linear and nonlinear narratives.
33. Overview the entire process of writing a script.
34. 'A script is the blue print of a video product' explain the relevance of perfection in scripting.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.V.C.

BVC 3B 04—HISTORY AND THEORY OF ART

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all the questions.
Each question carries 1 mark.*

1. Which art movement is known as Anti-Establishment and Anti-Art ?
2. _____ are created by adding white to a color, making it lighter than the original.
3. _____ is an ancient Indian treatise, included within Vishnudharmottara Purana, deals with the theories of Indian paintings.
4. 'The Face of War' was an oil on canvas painting by _____.
5. _____ is a style of painting in which small distinct dots of colour create the impression of a wide selection of other colors and blending.
6. Who invented the Cuneiform writing system ?
7. _____ colour schemes are created by using three colors that are next to each other on the 12-spoke color wheel.
8. Who wrote Natyashastra ?
9. The style of temple architecture that became popular in northern India is known as _____.
10. _____ can be thought of as the brightness of a color in comparison to white and it refers to the purity of a color.

(10 × 1 = 10 marks)

Part B

*Answer any eight questions, each in about 60 words.
Each question carries 2 marks.*

11. C. N. Karunakaran.
12. The Rosetta Stone.
13. Applied arts.
14. Colour Shades.

15. Amrita Sher-Gil.
16. Triadic colors.
17. Bauhaus.
18. Cubism.
19. Mithila painting.
20. Additive color mixing.

(8 × 2 = 16 marks)

Part C

*Answer any six questions, each in about 120 words.
Each question carries 4 marks.*

21. Explain Art Nouveau.
22. Examine the style of academic realism in the paintings of Raja Ravi Varma.
23. Describe the ideologies of the art movement Romanticism.
24. Explain the characteristics of Baroque art.
25. Why Michelangelo is counted as one of the greatest Italian Renaissance artists ?
26. Briefly explain about the three orders of architecture originated in Greece.
27. Give an account on the colours and techniques practiced by the Mughal painters.
28. Write an account on the paintings of Jamini Roy.
29. Distinguish between hue and saturation of colours.
30. List the Six Limbs of Indian Painting.

(6 × 4 = 24 marks)

Part D

*Write essay on any two of the following questions.
Each question carries 15 marks.*

31. Write an essay about the surrealist techniques.
32. Perspective is what makes a work of art appear to have form, dimension, distance, and space. Elucidate the idea.
33. List and explain the major painting techniques of Italian Renaissance art.
34. Write an essay on the form and style of mural paintings of Kerala.

(2 × 15 = 30 marks)

**THIRD SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.V.C.

BVC 3B 03—THEORY OF VISUAL DESIGN

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all the questions.*

1. The empty space or negative space inside a letter form is called _____.
2. _____ is a perspective view without any vanishing points.
3. Who invented the movable type printing technology ?
4. The surface texture of a paper that influence the marks created on them, commonly referred to as _____.
5. The pose in which a figure stands with one leg holding its full weight and the other leg relaxed is known as _____.
6. While anticipation is the preparation of an action, _____ is the termination of an action.
7. _____ is the flat two-dimensional surface on which we draw or project an image in perspective.
8. _____ is the overall space between characters, sometimes called character spacing.
9. In perspective drawing _____ is always at the eye-level.
10. _____ is a system of using value pattern to create the illusion of real space and form.

(10 × 1 = 10 marks)

Part B*Answer any eight questions.**Each in about 60 words.*

11. Animation.
12. Typeface.

Turn over

13. Gesture Drawing.
14. Cap Height.
15. Stick Figure Drawing.
16. True Type Fonts.
17. Mannequin.
18. CMOS Sensor.
19. Screen Printing.
20. Pixel.

(8 × 2 = 16 marks)

Part C

Answer any six questions, each in about 120 words.

21. Differentiate between Orthographic drawings and Isometric drawings.
22. Explain in detail about different grades of graphite pencils available today.
23. Why Flexography is a popular choice for printing packaging and labels ?
24. Briefly explain the role of typography in advertising.
25. Explain hatching and cross-hatching techniques in line drawing.
26. List any four life drawing materials/tools, and write short notes on them.
27. Distinguish between serif and sans-serif fonts.
28. How perspective drawing is effective while drawing geometric shapes ?
29. Briefly explain Gravure printing.
30. Explain the importance of positive and negative spacing in creating relationships between objects in a drawing.

(6 × 4 = 24 marks)

Part D

Write essay on any two of the following questions.

31. What is perspective drawing ? Explain one-point, two-point and three-point perspective drawing techniques with examples.
32. Write an essay on the elements of design.
33. Draw the profile view of a human figure with proper use of grids and mark the proportions.
34. Elaborate the early history of human attempts to create and recreate art.

(2 × 15 = 30 marks)