

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Multimedia

MMM 1C 03—DIGITAL ILLUSTRATION AND TYPOGRAPHY

(2019 Admission onwards)

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. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Part A (Short Answer)**

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

1. Suggest some useful plug-ins for illustrator.
2. What do you mean by rasterisation ?
3. What is smart object in photoshop ? Briefly explain its advantages.
4. Explain the use of layer mask in photoshop.
5. What do you mean by calibration of monitors ? Briefly explain its use in designing process.
6. Explain the use of Pucker and Bloat tool in Illustrator ?
7. Describe the applications of Adobe illustrator.

(4 × 2 = 8 weightage)

**Turn over**

**Part B (Short Essay)**

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

8. Explain vanishing point filter in photoshop.
9. Write a short note on Histogram.
10. Briefly explain the transformation tools in photoshop.
11. Write down the difference between a group and a layer in Illustrator.
12. What is the use of liquify tool in photoshop ?
13. Name the distortion tools in Photoshop. Explain their applications.
14. Write a note on Swatches palette of photoshop.

(4 × 3 = 12 weightage)

**Part C (Long Essay)**

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

15. Describe the restoration work flow in Photoshop.
16. How to cut and replace an image background in Photoshop? Describe the application of the required tools.
17. Describe the way of creating and editing clipping mask in Illustrator.
18. Compare Adobe Illustrator and Photoshop in detail.

(2 × 5 = 10 weightage)

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**Part A (Short Answer)**

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7. Describe the applications of Adobe illustrator.

(4 × 2 = 8 weightage)

**Turn over**

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

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Multimedia

MMM 1C 02—WRITING FOR THE MEDIA

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Part A (Short Answer)**

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

1. Explain NWICO.
2. What do you mean by Special interest magazines ?
3. What is cultural beat ?
4. What is the importance of Gutenberg's bible ?
5. Write a note on Gagging Act ?
6. Write a note on PTI ?
7. What is public broadcasting ?

(4 × 2 = 8 weightage)

**Turn over**

**Part B (Short Essay)**

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

8. Write a note on Doordarshan programs ?
9. What is the power of the government on media according to Prasarbharati Act ?
10. Explain the role of press in national development in Indian context ?
11. Discuss the functions of editing in newspaper journalism.
12. Discuss the functions of editing in newspaper journalism.
13. What is the difference between an editorial and advertorial ?
14. Write a note on investigative journalism ?

(4 × 3 = 12 weightage)

**Part C (Long Essay)**

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

15. What is Prasarbharathi ? Explain the functions and Objectives of Corporation.
16. Television is influencing Indian society in many ways. Discuss ?
17. What are the basic components and structure of a news story ? Elaborate.
18. Explain the role of media in controlling communal and religious violence.

(2 × 5 = 10 weightage)

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Multimedia

MMM1C01—VISUAL COMMUNICATION

(2019 Admissions onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Part A (Short Answer)***Answer any four of the following.*

1. What do you mean by non-verbal communication ?
2. What are Audio peaks ?
3. What is the role of Master clip in editing ?
4. What do you mean by experimental cinema ?
5. Write short notes on colour temperature.
6. Briefly explain Intra frame and Inter frame.
7. Write a short note on Artificial light.

(4 × 2 = 8 weightage)

**Part B (Short Essay)**

*Answer any four of the following.*

8. Explain 'directional response' of a microphone.
9. Explain the principles of composition.
10. Write in detail on the primary colors in photography.
11. Differentiate between artificial lighting and natural lighting.
12. Briefly explain the polar pattern of microphones.
13. Explain the psychological behind 180° rule.
14. What is the importance of Bicycle Theives in the development of film industry ?

(4 × 3 = 12 weightage)

**Part C (Long Essay)**

*Answer any two of the following.*

15. What do you mean by Visual language ? Elaborate it in context of cinema and design
16. Explain emotional aspect of colours with an animation film you have seen lately.
17. Explain about the changes that happened in cinema after the arrival of Digital film making.
18. What is narrative structure ? Explain it with a movie you have seen lately.

(5 × 2 = 10 weightage)