

# **B.A. ANIMATION & GRAPHIC DESIGN**

**Semester V**  
**(CBCSS)**

**Model Questions & Question Bank**

**B.A. ANIMATION & GRAPHIC DESIGN**  
**Semester V**

**Paper 5- 1 – INFORMATION DESIGN (Practical Examination)**  
**Question Bank**

**PART A**

1. Using visuals differentiate the area of following countries
  - a. India - 3,287,590 Sq. Km.
  - b. Pakistan - 746,045 Sq. Km
  - c. Bahrain - 622 Sq. Km
  - d. China - 9,596,961 Sq. Km
2. The readership of Vanitha, Grihalakshmi and Sthree is 1,65,270, 1,45,440 and 92,360 respectively. Using a bar chart depict the above information.
3. Mt. Everest - 29,028 Ft.  
Kanchanjunga - 28,148 ft.  
Alps - 15,781 ft.  
Graphically represent the above given information.
4. The average speed of a private car is 60 km/hr., a transport bus 35km/hr., a truck 30 km/hr and a private bus 55 km/hr on the Kerala road. Depict this information graphically.
5. Design 4 graphic forms for 1. Telephone 2. Autoriksha.
6. Below the age of 5 a child never get a chance to go to school in India. Illustrate this information graphically.
7. Make 4 graphic forms of 1. Chair 2. Key
8. Design the poster showing the life cycle of butterfly.
9. An average family spends 30% on food, 20% on education of children, 22% on housing rent, 8% on health, 6% on dress, 2% on transport and saves the rest of their monthly income. Display this information graphically.
10. The population of a state rose from 55 million in 1960, 63 in 1965, 70 in 1970, 75 in 1975, 85 in 1980, 92 in 1985 and became 100 million in 1990. Display this information showing the increase through the years.

## PART B

11. Visualize functions and interrelationship between division in a German Company. It has 6 divisions.
  1. Administration
  2. Design
  3. Production
  4. Advertising
  5. Distribution
  6. Sales
12. Visualize the Perumon train tragedy in which a train fell off a bridge to the water below. Create 5 visuals of the process.
13. A boy fell into a tube well and the military rescued him. Using graphics make 6 visuals depicting the process.
14. Prepare a rough design for a hording that will communicate blood donation.
15. Everyday one person in the world gets infected with AIDS. Displaying this dangerous trend, prepare a wall chart creating awareness about how AIDS is preventable.
16. Design the concept of water cycle (Rain cycle) for an awareness poster.
17. Prepare a flow chart with graphic detail the hierarchy and functions of a film production team.
18. An accident took place on the road from where you regularly catch the bus to go to the town. Create a location map of the site of the accident evoking the feeling of the space and time.
19. “The investment potential of a nation primarily influenced and governed by how much a nation collects as tax from its citizen”. Design a visual display that help students to learn this generalization.
20. Design a visual representation for the given process of collection of pituitary gland from the head of a fish for fish breeding process. Catch mature fish during its breeding season. Cut open its head and brain, collect the pituitary glands, powder it in 5 ml water filter the water and preserve the clear liquid in a refrigerator safely.

**B.A. ANIMATION & GRAPHIC DESIGN**  
**Semester V**

**Paper 5- 1 – INFORMATION DESIGN (Practical Examination)**

**Model Question 1**

**Time: 5 Hrs.**

**Total Weight : 25**

**SECTION A**

1. An average family spends 33% on food, 20% on education of children, 15% on house rent, 1% on dress, 8% on medicine, 4% on transport, and saves the rest for their monthly income. Represent these data graphically, using Pie Chart.
2. Design 4 graphic forms for 1. Telephone 2. Autoriksha.

(2 × 5 = 10)

**SECTION B**

3. A boy fell into a tube well and the military rescued him. Using graphics make 6 visuals depicting the process.

(1 × 15 = 15)

**B.A. ANIMATION & GRAPHIC DESIGN**  
**Semester V**

**Paper 5- 1 – INFORMATION DESIGN (Practical Examination)**

**Model Question 2**

**Time: 5 Hrs.**

**Total Weight : 25**

**SECTION A**

1. Design the poster showing the **Life cycle of butterfly**.
2. The population of a state increases from 55 millions in 1988, 63 millions in 2002, 70 millions in 2004, 85 millions in 2006, and 98 millions in 2008, Using Bar Chart create this information showing the increase through the years

(2 × 5 = 10)

**SECTION B**

3. An accident took place on the road from where you regularly catch the bus to go to the town. Create a location map of the site of the accident evoking the feeling of the space and time.

(1 × 15 = 15)

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester V**

#### **Paper 5- 2 – ANIMATION FOR WEB (Practical Examination)**

#### **Question Bank**

1. Using a document size of 750 x 650, create a Home page for a Real Estate Company named '4Acres', in Flash. The following links should be included :-

- Home
- Buildings
- Selling
- Buying
- Contact us

(Use materials provided)

Create an animation of a blooming flower. Use frame-by-frame animation technique.

2. Using a document size of 750 x 650, create an animated home page for a cake shop named 'DELICIOUS CAKES' in Flash. The following Animated links should be included:

- Home
- About us
- Cakes Gallery
- Contact us

(Use materials provided)

Create an animation where a worm crawl out of an apple kept on a table and goes off the scene. Give appropriate background.

3. Using a document size of 766 x 766, create a Home page for an Interior Designing company named 'INTERIOR DESIGN', with appropriate links. (Use materials provided).

Create an animation where a person is walking and in the background we can see the building and vehicles moving.

4. Create an animated home page using flash for a flower shop named 'Tulips', size 750 x 650 with following animated buttons.:

- HOME
- ABOUT US
- GALLERY
- CONTACT US

(Use materials provided)

5. Using a document size of 400 x300, create an animation of a flying bird. Show the clouds passing in the background.

Create an intro movie for a college website, size 640 x 480 (use materials provided).

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester V**

#### **Paper 5- 2 – ANIMATION FOR WEB (Practical Examination)**

#### **Model Question 1**

**Time: 5 Hrs**

**Total Weight: 25**

1. a) Using a document size of 750 x 650, create a Home page for a Real Estate Company named '4Acres' , in Flash. The following links should be included:-

- Home
- Buildings
- Selling
- Buying
- Contact us

(Use materials provided)

(1 × 15 = 15)

b) Create an animation of a blooming flower. Use frame-by-frame animation technique.

(1 × 10 = 10)

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester V**

#### **Paper 5- 2 – ANIMATION FOR WEB (Practical Examination)**

#### **Model Question 2**

**Time: 5 Hrs**

**Total Weight: 25**

1. a) Using a document size of 750 x 650, create an animated home page for a cake shop named 'DELICIOUS CAKES' in Flash. The following Animated links should be included:

- Home
- About us
- Cakes Gallery
- Contact us

(Use materials provided)

(1 × 15= 15)

b) Create an animation where a worm crawl out of an apple kept on a table and goes off the scene. Give appropriate background.

(1 × 10 = 10)

**BA ANIMATION AND GRAPHIC DESIGN  
SEMESTER V**

**Paper 5-3 MEDIA ETHICS  
(THEORY)**

**Model Question I**

Time: Three Hours

Maximum Weight: 25

**Part A**

*Answer all questions.*

*Each bunch of 4 questions carries weight 1*

*Answer in one word, phrase or sentence*

- I
1. Which is the constitutional article which guarantees 'Freedom of Expression' for every citizen?
  2. Whose famous quotation is "The medium is the message"?
  3. Who initiated the 'Chattera' experiment?
  4. What is SITE?
- II
5. Name the cartoon which is associated with the beginning of 'yellow journalism'?
  6. Name the body which prescribed the 'canons of journalism'?
  7. What is the title of Mac Bride Commission's report?
  8. What is AINEC?
- III
9. Who proposed the 'Limited Effects Theory'?
  10. Name a deontological ethical theorist
  11. Who proposed the psycho-analytical views of conscience?
  12. What is NPPA relating to photography?
- IV
13. In which year Indian Telegraph Act came into being
  14. State Article 21
  15. Who is the Chairman of the Second Press Commission?
  16. In which year RNI got established.

(4 x 1= 4)

**Part B**

*Short answer questions.*

*Weight one each.*

*Answer any five of the following*

17. What is consumerism?

18. Press Commission

11 | Page      Journalism

20. Explain the ethical perspectives for analyzing advertising.

21. Define Ethics

22. Credibility

23. Visual Persuasion

24. Stereotyping

(5 x 1 = 5)

**Part C**

*Write short notes on any four of the following*

*Weight 2 each*

25. What is Conscience? Explain different views of conscience.

26. Explain the meaning of 'Effects'.

27. Explain various ethical perspectives.

28. Explain how Plagiarism poisons the press.

29. Explain Advertising Ethics .

30. Discuss the effects of media on education.

(4 x 2 = 8)

**Part D**

*Essay Questions.*

*Weight 4 each.*

*Attempt any two questions in about 200 words each.*

31. Explain the nature and purpose of Ethics and how it is practiced in Cinema

32. "Censorship in any form promotes Media Ethics". Analyze

33. How do we form good conscience?

(2 x 4 = 8)

**BA ANIMATION AND GRAPHIC DESIGN  
SEMESTER V**

**Paper 5-3 MEDIA ETHICS  
(THEORY)**

**Model Question II**

Time: Three Hours

Maximum Weight: 25

**Part A**

*Answer all questions.*

*Each bunch of 4 questions carries weight 1*

*Answer in one word, phrase or sentence*

- I
1. Name the constitutional article which guarantees the 'Right to Privacy' for every citizen?
  2. Name the experiment for rural development through media which is initiated by Mr.B.G.Varghese
  3. Who is known for the expression 'Global Village'?
  4. Name the project in India which is aimed at giving education through satellite television.
- II
5. The 'Yellow Kid' cartoon is famous in its relation to which genre of journalism
  6. The year in which the Canons of Journalism is adopted by American Society of Newspaper Editors.
  7. What is 'Many Voices, One World'?
  8. What is RNI in relation to Indian Newspapers?
- III
9. Who proposed the 'Cultivation Theory'?
  10. Name the Greek proponent of Virtue Ethics.
  11. Which board developed the Internet Ethics?
  12. Who was the Chairman of the First Press Commission?
- IV
13. In which year the Prasar Bharati Act came into being ?
  14. State Article 19(1) (a)
  15. Which is the root word from which the term 'Ethics' formed?
  16. What is ABC in relation to Indian newspapers?

(4 x 1 = 4)

13 | Page

**Part B**

*Short answer questions.*

*Weight one each.*

*Answer any five of the following*

17. Press Council of India
18. Right to reply
19. The fifth estate
20. Plagiarism
21. Cheque book journalism
22. Privacy
23. Cultivation Theory
24. SITE

(5 x 1 = 5)

**Part C**

*Write short notes on any four of the following*

*Weight 2 each*

25. Explain News values
26. "Trust in media is on decline". Discuss
27. Explain effects of computer games on children.
28. Explain Canons of Journalism.
29. Explain, why to have a code of ethics?
30. Explain major theories of Media effects.

(4 x 2 = 8)

**Part D**

*Essay Questions.*

*Weight 4 each.*

*Attempt any two questions in about 200 words each*

31. "Globalization diffuses all ethical codes". Analyze.
32. Explain the role of media in controlling communal and religious violence
33. What are the ethical perspectives used for analyzing photography?

(2 x 4 = 8)

## **BA ANIMATION AND GRAPHIC DESIGN**

### **SEMESTER V**

#### **Paper 5-3 MEDIA ETHICS**

#### **(THEORY)**

#### **Question Bank**

Time: Three Hours

Maximum Weight:25

#### **Part A**

*Answer all questions.*

*Each bunch of 4 questions carries weight 1*

*Answer in one word, phrase or sentence*

1. Which is the constitutional article which guarantees the 'Right to Privacy' for every citizen?
2. Name the experiment for rural development through media which is initiated by Mr.B.G.Varghese
3. Who is known for the expression the 'Global Village'?
4. Name the project in India which is aimed at giving education through satellite television.
5. The 'yellow kid' cartoon is famous in its relation to which genre of journalism
6. The year in which the Canons of Journalism is adopted by American Society of Newspaper Editors.
7. What is 'Many Voices, One World'?
8. What is RNI in relation to Indian Newspapers?
9. Who proposed the 'Cultivation Theory'?
10. Name the Greek proponent of Virtue Ethics.
11. Which board developed the Internet Ethics?
12. Who is the Chairman of the First Press Commission?
13. In which year the Prasar Bharati Act came into being.
14. State Article 19(1) (a)
15. Which is the root word from which the term 'Ethics' formed?
16. What is ABC in relation to Indian newspapers?

17. Which is the constitutional article which guarantees 'Freedom of Expression' for every citizen?
18. Whose famous quotation is "The medium is the message"?
19. Who initiated the 'Chattera' experiment
20. What is SITE?
21. Name the cartoon which is associated with the beginning of 'yellow journalism'
22. Name the body which prescribed the 'canons of journalism'
23. What is the title of Mac Bride Commission's report?
24. What is AINEC?
25. Who proposed the 'Limited Effects Theory'?
26. Name a deontological ethical theorist
27. Who proposed the psycho-analytical views of conscience?
28. What is NPPA relating to photography?
29. In which year Indian Telegraph Act came into being
30. State Article 21
31. Who is the Chairman of the Second Press Commission?
32. In which year RNI got established.

**Part B**

*Short answer questions.*

*Weight one each.*

1. What is consumerism?
2. Press Commission
3. Yellow journalism
4. Explain the ethical perspectives for analyzing advertising.
5. Define Ethics
6. Credibility
7. Press Council of India
8. Right to reply
9. The fifth estate
10. Plagiarism
11. Cheque book journalism
12. Privacy

### **Part C**

*Write short notes on the following Weight 2 each*

1. Explain News values
2. “Trust in media is on decline”. Discuss
3. Explain effects of computer games on children.
4. Explain Canons of Journalism.
5. Explain, why to have a code of ethics?
6. Explain major theories of Media effects.
  
7. What is Conscience? Explain different views of conscience.
8. Explain the meaning of ‘Effects’.
9. Explain various ethical perspectives.
10. Explain how Plagiarism poisons the press.
11. Explain Visual Persuasion.
12. Discuss the effects of media on education.

### **Part D**

*Essay Questions.*

*Weight 4 each.*

*Attempt questions in about 200 words each*

1. “Censorship promotes quality ethics in mass media”. Analyze.
2. “Globalization diffuses all ethical codes”. Analyze.
3. When global violence is promoted in various levels how media can abstain from it? Suggest your remedies.
4. “Mobile phones are the mass media of the future”. Share your views.
5. Explain journalism values and analyze how it is practiced in contemporary period.
6. Explain the role of media in controlling communal and religious violence.
7. Discuss the shifting role of women and media in today’s world.
8. What are the ethical perspectives for analyzing photography?
9. Explain the nature and purpose of Ethics and how it is practiced in Cinema.
10. Discuss the representation of women in mass Media
11. How do we form good Conscience?
12. Explain Ethics in advertising
13. Explain how is ‘Freedom of Press’ defined based on Indian Constitution
14. Explain Journalism values and analyze how it is practiced in cotemporary period.
15. “Ethics is a feel rather than a code of conduct”. Share your views

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester V**

#### **Paper 5- 4 – ANIMATION STUDIO II**

#### **Project Work**

- 1 Animation Studio Part-II is the evaluation of the final project done by the students in **group wise or individually** within the given time period.
- 2 Subject can be chosen by the student under the guidance of the faculty. The time period will be decided by the supervising faculty.
- 3 The duration of the animation should be 30 seconds to 1 minute.
- 4 Final movie should be a production without ink & paint.
- 5 College will provide 2D lab, scanner and line testing accessories only. Students should meet all other expenses for their projects.
- 6 Students should have to **make a presentation** of the project on the day of evaluation.
- 7 The Project will be evaluated by a group of **internal and external examiners**. The weightage of marks will be as follows:

Story development - 05

Visualization - 05

Animation - 10

Viva-Voce - 05

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**Total Weightage - 25**

- 8 Any project remaining incomplete at the end of the examination would be assessed as it is.
- 9 A maximum weight for **internal evaluation** awarded by the supervising faculty is **05** through evaluating students' assignments, attendance etc.

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester V**

#### **Paper 5- 5 – MOTION GRAPHICS (Practical Examination)**

#### **Question Bank**

1. Create a title graphics for a television – Cinema award night. It should be 15 seconds duration in PAL 720x576. Give importance to 2D elements.
2. Create a promo for the 365 days celebration of the movie Ice Age. It should be 10 seconds duration for television. Use supplied data.
3. Create a 3D logo animation for the Hollywood film company “Screens”. The output should be used for 70mm film for duration of 10 seconds.
4. Redesign the title for the given movie using another style.
5. Create a 2D title graphics with images to promote tourism in Kerala. It should be 20 seconds duration and in PAL.
6. Create a title animation for AXN’s television program FEAR FACTOR. Apply 3D elements and compositing techniques for a good output. Use suitable data for this purpose. It should be hi-tech, contemporary and youthful.
7. Create a promo movie for Britney’s new album “Chill in the Summer”. Show the application of text and shape along with the given footages. Output should be 20 seconds in PAL.
8. Create a title animation probably with Text for a scientific program “G-Life”. It should be 20 Seconds length, PAL 720x576.
9. Create a title graphics for a Children’s programme. It should be 15 seconds duration in PAL.
10. Create a montage for a television programme related to investigative journalism.

**B.A. ANIMATION & GRAPHIC DESIGN**

**Semester V**

**Paper 5- 5 – MOTION GRAPHICS (Practical Examination)**

**Model Question 1**

**Time: 5 Hrs.**

**Total Weight: 25**

**Answer any One from the following questions.**

1. Create a title graphics for a television – Cinema award night. It should be 15 seconds duration in PAL 720x576.

OR

2. Create a 3D logo animation for the Hollywood film company “Accenture”. The out put should be used for 70mm film.

OR

3. Redesign the title for the given movie using another animation techniques and style.

OR

4. Create a title animation for SPECTRUM software solutions Pvt. Ltd., Ernakulum to upload in their web site using Flash. It should be 10 seconds duration.

(1 × 25 = 25)

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester V**

#### **Paper 5- 5 – MOTION GRAPHICS (Practical Examination)**

#### **Model Question 2**

**Time: 5 Hrs.**

**Total Weight: 25**

**Answer any One from the following questions.**

1. Create a 2D title graphics with images to promote a new Car arrived in the market. It should be 10 seconds length and in PAL.
2. Create a promo for a television program. Apply compositing techniques for a good output. Use the given footage for this purpose. The promo should be hi-tech, contemporary and youthful.
3. Create a composition movie for an educational CD which targets the children below 7 years old. Give importance to cartoon shapes and symbols.
4. Create a title animation only with Text for a scientific programme “G-Life”. It should be 10 Seconds length, PAL 720 × 576.

(1 × 25 = 25)