

D 94175

(Pages : 2)

Name.....

Reg. No.....

FIRST SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

Digital Film Production

DFC 1FP 03—THEORY OF VISUAL DESIGN

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each carries 1 mark.*

1. Give *one* example of 2D animation software.
2. Who did the design of Indian National flag ?
3. What is “figure” ?
4. Gesture is ————— type of communication.
5. ————— is the first printed book.
6. What is symbol ?
7. What is a volatile image ?
8. Define Rhythm.
9. Define negative space.
10. What is contrast ?

(10 × 1 = 10 marks)

Section B

*Answer any **eight** questions.
Each carries 2 marks.*

11. Creativity.
12. Key frames.
13. ‘form’ in drawings.
14. “Radial balance.
15. Three dimensional design.
16. Pattern.
17. Target audience.
18. Reflection.

Turn over

19. Primary colours.
20. Visual thinking.
21. Focal point.
22. Stereotype.

(8 × 2 = 16 marks)

Section C

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

23. What is visual language ?
24. What are the significance of creativity in media industry ?
25. Differentiate imagination and visualization.
26. Give a detail note on modern and traditional design.
27. What are the main importance of Story board in an Animation ?
28. What is the importance of colour in Design ?
29. Explain the role of typography in web.
30. Explain the importance of VFX in cinema.
31. Computer has made a tremendous change in visual arts. Comment on it.

(6 × 4 = 24 marks)

Section D

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

32. Elaborate the principles of Design.
33. Explain the fundamental principles of Animation.
34. What is the science behind Creativity ?
35. Explain the basic features of designs of cards, posters, brochures, newspapers and advertisement.

(2 × 15 = 30 marks)