

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2(a)
JOURNALISM AND MASS COMMUNICATION AND VIDEO
PRODUCTION
Elective Course
JC 1661.2 : Multimedia Production
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer the following questions; **each in one or two sentences** :

- 1) Serif and San Serif
- 2) Bleed
- 3) Jpeg
- 4) Aspect ratio
- 5) Flash
- 6) RGB and CMYK
- 7) Kerning and Leading
- 8) Storyboard
- 9) Infographics
- 10) 3D animation.

(10×1=10 Marks)

PART – B

II. Answer **any eight** questions; **not exceeding a paragraph** :

- 11) What are the different types of multimedia authoring tools ?
- 12) What are the elements of design ?
- 13) Discuss the characteristics of multimedia.
- 14) What are the different multimedia file formats ?



- 15) Discuss the need for audio editing in a multimedia project.
- 16) Discuss the importance of colour in a multimedia design.
- 17) What are the tools for creating and using a basic multimedia project ?
- 18) What are the need and advantages of using vector graphics ?
- 19) What are the different navigation structures ?
- 20) What are the important video editing softwares ?
- 21) What is the use and importance of hypertext in multimedia production ?
- 22) Discuss matting and compositing. **(8×2=16 Marks)**

PART – C

III. Answer any six questions not exceeding a page :

- 23) Principles of Design.
- 24) Explain the features and applications of adobe photoshop.
- 25) Discuss different techniques of framing.
- 26) Explain the application of multimedia products in education.
- 27) What are the different types of animation ?
- 28) Discuss the use of graphics and special effects.
- 29) What is the importance of text in multimedia production ?
- 30) Differentiate linear and non linear multimedia design.
- 31) Explain the different image file formats and its advantages. **(6×4=24 Marks)**

PART – D

IV. Write long essays on any two of the following :

- 32) Elaborate the functions and importance of motion graphics in multimedia productions and its applications today.
 - 33) Discuss the various steps and stages of a multimedia production.
 - 34) Discuss the characteristics of a good design.
 - 35) Explain different graphic art softwares. **(15×2=30 Marks)**
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