

(Pages : 3)

J – 2002

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020
(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 1 or 2 sentences.

1. GIF
2. San Serif
3. Drop Cap
4. Center Spread
5. Pixels
6. Motion Graphics
7. Special Effects

P.T.O.

8. Graphic Plug ins
9. Hypermedia
10. UV Filter

(10 × 1 = 10 Marks)

PART – B

II. Answer any **eight** questions, not exceeding a paragraph.

11. Types of image file compressions
12. Visual effects
13. Infographics
14. Stop motion animation
15. Navigation structures
16. Transition techniques
17. Balance
18. Analog and digital video
19. Explain broadcast video standards.
20. Importance of typography in design.
21. Need of storyboard in production
22. What is contrast ratio?

(8 × 2 = 16 Marks)

PART – C

- III. Answer any **six** questions not exceeding a page.
23. Discuss the differences and applications of Vector and Raster files.
 24. What are the different image editing softwares? Explain.
 25. What are the characteristics of a good page design?
 26. Explain the importance of image resolution in design.
 27. Discuss the importance of multimedia products in business.
 28. Discuss virtual reality.
 29. What is the importance of pre-production activities in a multimedia production?
 30. Explain different types of video editing.
 31. What are the elements of design? Discuss.

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essays on any **two** of the following.
32. Explain the features and types of multimedia authoring tools.
 33. Discuss the different categorization of multimedia products.
 34. Describe the advantages of using multimedia application in education.
 35. Prepare a guideline for design a multimedia instructional programme online.

(2 × 15 = 30 Marks)