



Name :

Roll No. :

Invigilator's Signature :

**CS/BMS (H)/SEM-6/MMS-601E/2013
2013**

**DESIGN, ANIMATION & PAGE MAKE-UP
(Specialisation)**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) The printing process that uses an inked raised image that is pressed against paper is
- a) Letterpress b) Gravure
- c) Offset d) Digital printing.
- ii) Using the sheets and the final layouts the animation process begins.
- a) dope b) key
- c) blank d) sample.



- viii) The invisible line marking the lower limit upon which type sits is called the
- a) Mean line b) Base line
- c) Descender d) Counter.
- ix) A thin sheet of paper, metal or polyester which carries the image is called the
- a) Blanket b) Offset
- c) Plate d) Impression cylinder.
- x) A subtractive colour mode, that creates black when combined is called
- a) LAB b) CMYK
- c) RGB d) HSB.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the advantages and disadvantages of Offset Printing ?
3. Briefly discuss the elements of layout.
4. What do you understand by 'Tween' animation ?
5. Briefly discuss Animatics.
6. Describe briefly the golden rules of Interface design.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the various classical typefaces.
8. Define the term 'story boarding'. What are the types of story board ? Elaborate the importance of thumb-nail sketch in developing an idea.
9. Discuss the earliest development of the Indian alphabet.
10. What is animation planning ? Differentiate between traditional and computer animation with examples.
11. What are the tools of page layout and how are they used ? What is the most commonly used form of layout in modern newspapers and what are its advantages ?

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