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Name:	
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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:

 $10 \times 1 = 10$ 

- 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.

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iii)	Hov	v many points are there	in a	pica ?	
	a)	10	b)	12 The Parametrial Control and Excellent	
	c)	14	d)	16.	
iv)	San	s serif is a			
	a)	font	b)	type face	
	c)	point	d)	script font.	
v)	first demonstrated that a sequence of slowly changing still images can create the illusion of motion.				
	a)	Walt Disney			
	<b>b</b> )	Eadweard Muybridge			
	c)	Ram Mohan			
	d)	None of them.			
vi)	A file format used primarily for photographic images and which uses lossy compression format to reduce the file size is				
	a)	TIFF	b)	JPEG	
	c)	EPS	d)	BMP.	
vii)		is India's firs	st full	ly animated movie.	
	a)	The Legend of Buddha	a		
	b)	Ramayana : The Leger	nd of	Prince Rama	
	c)	Hanuman			
	d)	None of these.			

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- 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.

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#### **GROUP - C**

# ( Long Answer Type Questions)

Answer any three of the following.



- 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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