

Exam. Code : 112108

Subject Code : 3428

Bachelor of Design (Multimedia) 8th Semester

MOTION GRAPHICS FOR COMMERCIALS

Time Allowed—2 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Creative opening titles increase the expectations of the audience towards the story. Justify giving examples.
2. How has the television industry changed with the growth of motion graphics ?
3. Discuss the different animation formats on web.
4. Discuss the usage of digital signage in education & cinema.
5. What do you mean by transformation ? Discuss 2D transformation.
6. Write short notes on : Spatial, temporal and visual interpolation
7. What is the function of Mattes ?
8. What do you mean by color correction ? What is the need of color correction? How do you achieve it ?

Exam. Code : 112108

Subject Code : 3428

Bachelor of Design (Multimedia) 8th Semester

MOTION GRAPHICS FOR COMMERCIALS

Time Allowed—2 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Creative opening titles increase the expectations of the audience towards the story. Justify giving examples.
2. How has the television industry changed with the growth of motion graphics ?
3. Discuss the different animation formats on web.
4. Discuss the usage of digital signage in education & cinema.
5. What do you mean by transformation ? Discuss 2D transformation.
6. Write short notes on : Spatial, temporal and visual interpolation
7. What is the function of Mattes ?
8. What do you mean by color correction ? What is the need of color correction? How do you achieve it ?