

Exam. Code : 112108
Subject Code: 3291

B. Design (Multimedia) 8th Semester

MOTION GRAPHICS FOR COMMERCIALS

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each Section. The **FIFTH** question may be attempted from any Section. All questions carry equal marks.

SECTION—A

1. How would you creatively design network branding ?
2. Comment on the use of motion graphics in music videos.

SECTION—B

3. How would you design effective motion graphics for web ?
4. Discuss the usage of digital signage in education and cinema.

SECTION—C

5. Describe the frame by frame animation process.
6. Write short notes on :—
Spatial, temporal and visual interpolation.

SECTION—D

7. What is the function of Alpha Channels ?
8. What do you mean by color correction ? What is the need of color correction ? How do you achieve it ?