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Exam. Code : 112108

Subject Code : 3238

B. Design (Multimedia) 8th Semester (B.M.M.)

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 do motion graphics enhance the visual stories telling in films?
2. Discuss the role of motion graphics in commercials.

SECTION—B

3. Discuss the animation formats on web.
4. What is a splash screen animation ? Describe its usage.

SECTION—C

5. Describe spatial transformation in animation process.
6. Write notes on : Direction & Frame Mobility.

SECTION—D

7. Discuss the process of nesting and its usage.
8. Write notes on : Blend operation & Alpha Channel.