

Exam. Code : 106508

Subject Code : 1970

BMM Semester—VIII

MOTION GRAPHICS FOR COMMERCIALS

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

Note : Attempt any 5 questions. Each carrying 2 marks.

1. What is luma mattes ?
2. Define Spatial Interpolation.
3. What is Digital Signage ?
4. Explain the term film title.
5. Explain the term mobile framing.
6. What is travelling mattes ?
7. What is the use of nesting the footage ?
8. Define the term station IDs. 5×2=10

SECTION—B

Note : Attempt any 4 questions. Each carrying 5 marks.

1. Explain the need of color correcting the footage.
2. Explain Motion in DVD-Video.
3. Define Frame-by-Frame Animation.
4. Explain Animation Formats on Web.

5. Define mask.
6. How can you remove color casts ?
7. Explain Splash Page Animation. 4×5=20

SECTION—C

Note : Attempt any 2 questions. Each carrying 10 marks.

1. What is keying ?
2. What is network branding ?
3. Explain Blend Operations.
4. Explain the different interpolation methods. 2×10=20