

Exam. Code : 106508

Subject Code : 2028

Bachelor of Multimedia (B.M.M.) 8th Semester

MOTION GRAPHICS FOR COMMERCIALS

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Note :— Attempt any **FIVE** questions. Each carries **2** marks.

1. What are show openers ?
2. Define lower thirds.
3. What are banners ?
4. Explain the term frame mobility.
5. What is film commercial ?
6. Explain alpha channels.
7. What is the use of nesting the footage ?
8. Define the term station IDs. 5×2=10

SECTION—B

Note :— Attempt any **FOUR** questions. Each carries **5** marks.

1. Explain the term music videos.
2. Define Frame-by-Frame Animation.
3. Define the various Animation Formats on Web.
4. Explain the process of creating mask.
5. What is rotoscoping ?
6. Define the term Splash Page Animation.
7. Define Motion in DVD-Video. 4×5=20

SECTION—C

Note :— Attempt any **TWO** questions. Each carries **10** marks.

1. What is keying ?
2. What is network branding ?
3. Explain Blend Operations.
4. Explain the various spatial considerations. $2 \times 10 = 20$