

SECOND SEMESTER BA DEGREE EXAMINATION, APRIL 2023**ANIMATION & GRAPHIC DESIGN****GAGD2B02T: INTRODUCTION TO GRAPHIC DESIGN AND ANIMATION****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 Marks)**

1. What are the Geometric Shapes?
2. Define Unity.
3. What is brand identity?
4. What defines a logo?
5. Comment on Branding.
6. Write an example of a grid system.
7. Define the term watermarked paper.
8. What is Screen Printing?
9. What is Business Card
10. Persistence of Vision in Animation.
11. What is Cel Animation?
12. What is way finding design?
13. Exaggeration in character design.
14. What is a Reverse Angle shot?
15. What is a Tracking Shot?

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 Marks)**

16. What is Visual Design? Point out the importance of visual design in visual communication.
17. Describe the concept of 'Space' and 'Form' in visual design.
18. Define 'Motion Graphic Design'. Give examples
19. What do you mean by 'Web designing'? What are the main elements of web design?
20. What are the elements of a Grid system?
21. What do you mean by 'Print quality'?
22. Write a note on Golden Age of Animation.
23. What are the main three perspectives used in a Storyboard? Explain.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Describe the basic essential skills of a graphic designer.
25. Define 'Paper'. Give a description on different types of papers.
26. What are the principles of Animation developed by Disney studio? Explain each.
27. What are the three types of animation? Explain with examples.

(2 × 10 = 20 Marks)