D2BAG2301   (PAGES 2)   Reg.No..............................

                                                            Name: ....

SECOND SEMESTER BA DEGREE EXAMINATION, APRIL 2024

(Regular/Improvement/Supplementary)

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)

Write short notes on:

1. Visual continuity.
2. Watermarked paper.
3. Negative Space.
4. Georges Méliès.
5. Exaggeration in character design.
6. Typography.
7. Perfect Binding.
8. Envelope.
9. Persistence of vision.
10. Paul Rand's corporate logos.
11. Lotte' Reiniger.
12. Hierarchical grid.
13. Rectilinear Shapes.
14. Katsuhiro Otomo.
15. Zoom out shot.

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

16. What is 'Communication Design'? Point out it's aim with relevant examples.

17. Compare the techniques used in Cutout animation and Pixilation, with examples.

18. What were the unique animation characteristics of Fleisher studio?

19. Differentiate between Matte-coated and Gloss coated paper.

20. Write a brief note on Ghibli studio.

21. What is the importance of visual identity in Branding?

22. How the quality of paper is measured? Point out a few recommended gsm.

23. What are the three common types of shots used in a movie? Explain with illustrations.

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

24. Define 'Graphic Design'. Elaborate the eight fundamental types of graphic design.

25. Elaborate the different types of Brochure folds and their uses.

26. What are the 12 principles of Animation developed by Disney studio? Explain each.

27. "Once upon a time there lived a ferocious lion in the forest. It was a greedy lion and started killing animals in the forest indiscriminately. Seeing this, the animals gathered and decided to approach the lion with the offer of one animal of each species volunteering itself to be eaten by the lion every day." Choose any 3 situations from the above story and illustrate with details.

(2 x 10 = 20 Marks)