



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.M.M. DEGREE EXAMINATION – ANIMATION**

**FIRST SEMESTER – APRIL 2017**

**MM 1501- VISUAL AND INTERACTIVE DESIGN**

Date: 26-04-2017  
09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer all the questions in about 50 words each: (10X2=20 marks)

1. Line.
2. Forms.
3. Space.
4. Movements.
5. Rhythm.
6. Aesthetic Norms.
7. Emotional and Cognitive appeals.
8. Selection of ideas.
9. Visual Design.
10. Digital media narratives.

PART - B

Answer any five questions in about 200 words each: (5X8=40 marks)

11. Explain the four concepts of multimodality.
12. Discuss on conceptualization and visualization.
13. Elaborate on virtual environment.
14. What is symmetry and contrast in visual design?
15. Explain good and bad design with examples.
16. What are the different types of conventional media narratives?
17. Explain design application and approaches.

PART - C

Answer any two of the following in about 350 words each (2X20=40 marks)

18. Explain the principles and elements of design in detail?
19. Discuss the theoretical assumptions of multimodality by using appropriate examples.
20. What is advertisement and interactive design? Explain with examples?
21. Elaborate in detail about visual design.

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