



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M.DEGREE EXAMINATION – ANIMATION

FIRSTSEMESTER – APRIL 2018

MM 1501- VISUAL AND INTERACTIVE DESIGN

Date: 26-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

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

1. Rhythm
2. Narrative
3. Time
4. Movements
5. Visual Design
6. Aesthetic Norms
7. Balance
8. Selection of ideas
9. Virtual environment
10. Conceptualization

PART – B

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

11. Explain the four concepts of multimodality.
12. Explain Forms and Space with suitable examples.
13. Explain Emotional and Cognitive Appeals with examples.
14. Elaborate on good and bad design with examples.
15. Write about Media Specificities.
16. What are the design applications and approaches? Explain.
17. Describe audience Specificities.

PART – C

Write essay on ANY TWO of the following in about 350 words each: (2X20=40 marks)

18. Discuss the process of visual design in detail?
19. Explain the theoretical assumptions of multimodality using appropriate examples.
20. Discuss the various forms of promotional activities in detail.
21. Explain Conception of conventional media in detail?

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