

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.M.M.DEGREE EXAMINATION –ANIMATION

SIXTH SEMESTER – APRIL 2019

MM 6601– NEW MEDIA

Date: 03-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Give SHORT notes on the following 50 words each

10x2=20 marks

1. Multimedia
2. Interactivity
3. Hyperlink
4. Blog
5. Social Media
6. Head Mount Display
7. Network
8. Oculus Rift
9. Inkjet setter
10. Bio printing

PART B

Answer any FIVE of the following in about 200 words each

5 x 8 = 40 marks

11. Differentiate the structure and style of print newspaper and E - paper.
12. What is virtual reality? Elaborate.
13. Explain the use of animation in social media platform.
14. What is Parallax? How it creates an illusion?
15. Explain the process of Three-Dimensional printing.
16. Explain the Characteristics of new media.
17. Facebook as social commentary – Discuss.

PART C

Answer any TWO of the following about 400 words each

(2x20=40 marks)

18. Discuss in detail about different types of new media.
19. Describe the role of augmented reality in mobile games.
20. Explain the development of open source platform mobile OS and its effects.
21. Discuss the impact of Social Media on youth with case study.
