

Total No. of Pages:

5258

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, 2010

(DIGITAL MEDIA)

(FIRST YEAR)

(PART-III: PAPER-I)

130. FOUNDATION STUDIES

Dec.)

(Time: 3 Hours)

Maximum: 100 Marks

PART-A

(8×5=40)

Answer any EIGHT questions

All questions carry equal marks

1. What is texture?
2. What is repetition and proportion?
3. Compare mediated and unmediated communication.
4. Compare Hardware and Software.
5. What is colour contrast?
6. What are traids and tetrads?
7. What is edge and Transparency?
8. What is a container with reference to filtering?
9. What are the factors influencing layout?
10. List the important parts of page layout.

PART-B

(3×20=60)

Answer any THREE questions

All questions carry equal marks

11. Explain the importance and methods of developing creativity. (10+10)
12. Explain story telling and interactivity. (10+10)
13. Explain in detail different colour schemes. (20)
14. Explain the anatomy of type face and discuss the classification of type face in detail. (10+10)
15. Explain the different stages of design process and its guidelines. (10+10)
