

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester VI - 2020

**Course Code :** BDC311

**Course Name :** Sem VI - BDC311 - Motion Graphics for Communication Designers

**Program :** BDC

**Date :** 15-APR-2023

**Time :** 09:30AM - 11:00AM

**Max Marks :** 60

**Weightage :** 30%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 10 = 10M)**

1. Explain Cel (or traditional) animation, write the definition, types and methods to make a traditional animation.

(CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 15 = 30M)**

2. What is Animation? Write the definition. Write twelve (12) principles of animation. Explain any one of the principle with examples?

(CO1) [Comprehension]

3. What are motion graphics, Benefits of motion graphics? Give three (3) Key differences between motion graphics and other graphic image format like gifs.

(CO2) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

4. Write Ten (10) Types of Motion Graphics and explain each one.

(CO3) [Application]