PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023

Semester : Semester VI - 2020

Course Code : BDC311

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

Date : 16-JUN-2023
Time : 1.00PM -4.00PM

Max Marks : 100

Weightage : 50%

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 ALL THE QUESTIONS   (2 X 5 = 10M)

1. Write any 5 definitions from the below mentioned?
    a) Lottie Files b) Animated storytelling c) A promotional video d) Educational videos e) An explainer video f) A testimonial video g) Live action video

    (CO1) [Knowledge]

2. What does a Motion Graphics designer do ?

    (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (2 X 15 = 30M)

3. What are the uses of Motion Graphics in business ?

    (CO4) [Comprehension]

4. Explain Storyboarding and its history? How to use it effectively, provide a visual example?

    (CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   (1 X 60 = 60M)

5. Classroom assignment.

    (CO5) [Application]