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III Semester B.V.A. Degree Examination, December/January - 2025/26

ANIMATION AND GAME ART (THEORY)

Fundamentals of Product design for Animation
(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

SECTION - A

Answer any Ten questions. Each question carries 2 marks. (10×2=20)

1. What is the primary visual technique used to guide the viewers eye and create narrative focus _____
 - a) Character dialogue
 - b) Principles of composition
 - c) Sound editing
 - d) Budget planning
2. What kind of impact does color and lighting primarily have on the viewer, _____
 - a) Technical.
 - b) Financial.
 - c) Emotional.
 - d) Historical.
3. The Rule of Thirds is a fundamental principle used in _____
 - a) Character modeling.
 - b) Lighting choices.
 - c) Composition.
 - d) Storyboarding for sound.
4. The iterative process in production design includes feedback, refinement, and what final step?
 - a) Budget reduction.
 - b) Innovation.
 - c) Costing.
 - d) Legal review.



[P.T.O.]



5. Which stage in the Journey "From concept to screen" specifically involves creates the look and feel of the project, including color keys and style guides?
 - a) Idea development.
 - b) Research.
 - c) Visual development.
 - d) Post - production.
6. The relationship between where the design of the main character needs to complement the setting they inhabit is specifically called the _____.
 - a) Iterative process.
 - b) Interplay between character design and background.
 - c) Historical context.
 - d) Simplicity and clarity principle.
7. To ensure cohesive building, production designers must focus on maintaining -
 - a) High contract only.
 - b) Visual consistency and unity across frames.
 - c) Avoiding all use of mid - tones.
 - d) Only using care studies from classic animated films.
8. The concept of value structure uses light and shadow combined with mid-tones for the specific purpose of defining _____.
 - a) The character's personality are.
 - b) The length of the film.
 - c) Space and mood.
 - d) The sound effects used.
9. The production designer investigate historical context, environment, and _____.
 - a) Costume designer.
 - b) Musical preferences.
 - c) Architecture.
 - d) Software version.
10. Simplicity and clarity in design is crucial in scene construction because it helps avoid confusion and supports _____.
 - a) Guiding the viewers eye and creating narrative focus.
 - b) Creating depth.
 - c) Process.
 - d) Style research.



11. What is the ultimate purpose of successfully guiding the viewer's eye?
- To distract audience.
 - To extend final render time.
 - To ensure audience focuses on the key dramatic or narrative movement.
 - To limit numbers of colour.

SECTION - B

Answer any Five questions. Each question carries 4 marks. (5×4=20)

12. Which technique is called shallow Depth Field? Explain with example.
13. Describe a scenario in which Rule of Third's and Leading lines would be effectively used together.
14. What are the three main properties of color?
15. Describe two different types of directional lighting (e.g., side lighting, backlighting)
16. Define warm and cool colors. Provide an example of a warm and cold colour scheme.
17. Explain the relationship between color (or hue) and value.

SECTION - C

Answer any Four questions. Each question carries 5 marks. (4×5=20)

18. Define the Rule of Thirds with example.
19. Explain the function of leading lines in composition.
20. What is natural framing in any scene?
21. How contrast is used as a foundational tool?
22. How does natural framing contribute to both narrative and focus and establishing context in an animated scene?

SECTION - D

Answer any two questions. Each question carries 10 marks. (2×10=20)

23. Write down the difference between simplicity and clarity (write 10 points).
24. Define negative space in a scene with example, diagram.
25. When designing a complex environment, how production designer prioritize detail to adhere to the principle of "avoiding unnecessary detail"?

