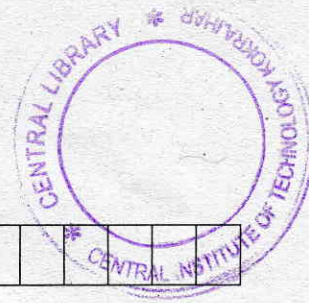


Total No. of printed pages = 4

**BMD 171701**

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**2019**

**B.Des. 7<sup>th</sup> Semester End-Term Examination**

**Multimedia Communication and Design**

**ANIMATION PRODUCTION DESIGN**

Full Marks – 100

Time – Three hours

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The figures in the margin indicate full marks  
for the questions.

Answer Question No. 1 and any *Six* from the rest.

1. Fill in the blanks. (10 × 1 = 10)
- (i) Production design begins with briefing which is follow by \_\_\_\_\_.
  - (ii) \_\_\_\_\_ is the filmed version of the storyboard that combines storyboard drawings with limited animation and camera movements to get an impression of the final film.
  - (iii) \_\_\_\_\_ can be applied to all mediums of animation project.
  - (iv) The static pose is combined with the movement or moving elements which is called \_\_\_\_\_.

[Turn over

- (v) The \_\_\_\_\_ is the visual guideline in the form of illustrations and text to ensure consistency of the production design for the animation film.
- (vi) \_\_\_\_\_ describe the material and surface in greater detail, such as color, luminosity, reflective properties, transparency and others in the 3D software.
- (vii) The layout process, which is an important step in the development of animated films is also called \_\_\_\_\_.
- (viii) Puppets equipped with electronic interior life, which can be moved via motors in real time are known as \_\_\_\_\_.
- (ix) Compilation of visual reference materials to narrow down the look of a project in visual development is called the \_\_\_\_\_.
- (x) \_\_\_\_\_ is the simplest form of character in the hierarchy.
2. (a) Explain the different structure of a story with any suitable examples. (5)
- (b) What is Concept Art and what are its different categories? (5)
- (c) What is Style guide and why is it require? (5)



3. (a) Explain in brief about the visual development process of an animation film. (5)
- (b) Write about the post production process in animation production. (5)
- (c) Discuss the importance of shapes in design with suitable example. (5)
4. (a) Describe in details the process of 3D production pipeline? (8)
- (b) What are the pros and cons of 3D animation production? (7)
5. (a) What are the various techniques used in character design for animation? (6)
- (b) Write the application of the animation principles in various mediums? (9)
6. (a) Elaborate in details about Traditional animation process? (7)
- (b) Illustrate how the layout and different angles of the BGs are created in the traditional method? (8)
7. (a) Illustrate and explain the process of 2D digital animation process in details. (8)
- (b) Write in details about color keys and color script and its uses in production? (7)



8. (a) Write down the steps involve in rigging a 2D animation character. (5)
- (b) Discuss in brief about any experimental animation production with a suitable example? (10)
9. Why computer graphics artists are increasingly turning to non-photo-realistic rendering? Explain in details with any supporting example. (15)
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