



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – NOVEMBER 2024

MM 1501 – VISUAL AND INTERACTIVE DESIGN



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION – A

Answer Any FOUR of the following

4 x 10 = 40 Marks

1. Explain the divergent notions of conventional media narratives and digital media narratives.
2. Define the key concepts of visuality and multimodality in media studies.
3. Discuss the importance of balance and symmetry in visual design.
4. How do elements such as space and movement influence visual design?
5. Describe the role of rhythm and unity in visual design.
6. What are the key principles of functionality and aesthetic norms in visual design?
7. Analyze the emotional and cognitive appeals in media-specific visual design.
8. Discuss the specificities of audience engagement in digital media interfaces.

SECTION – B

Answer Any THREE of the following

3 x 20 = 60 Marks

9. Explore the characteristics of digital media interfaces and their role in interactive design.
10. Explain the process of conceptualization and visualization in visual design.
11. Discuss the strategies involved in research and selection of ideas for visual design execution.
12. Compare the principles of virtual environments and interactive design applications.
13. How does contrast and scale impact the overall aesthetics of a visual design?
14. Describe the approaches to presenting a visual design from conceptualization to execution.

@@@@@@