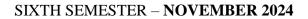


Date: 16-11-2024

LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – **ANIMATION**





Max.: 100 Marks

UMM 6501 – PROFESSIONAL SKILLS FOR ANIMATION

Dept. No.

I im	e: 01:00 pm-04:00 pm			
SECTION A - K1 (CO1)				
Ans	wer ALL the Questions - $(10 \times 1 = 10)$			
1.	Fill in the blanks			
a)	A strong understanding of is essential for animators to effectively convey emotions and			
	character development.			
b)	The ability to create in animation allows animators to depict characters and objects in a			
	believable manner.			
c)	Effective skills are crucial for collaborating with team members, directors, and clients			
	during the animation process.			
d)	Knowledge of techniques helps animators create dynamic and visually appealing motion			
	sequences.			
e)	Proficiency in software is essential for modern animators to produce high-quality animations			
2.	True or False			
a)	Strong problem-solving skills are not important for animators when facing creative challenges.			
b)	An animator should have a good understanding of traditional animation principles, even when working			
	in digital environments.			
c)	Time management skills are unnecessary for animators because animation projects have flexible			
	deadlines.			
d)	Familiarity with different animation styles is beneficial for an animator to adapt to various project			
	requirements.			
e)	Networking and communication skills are valuable for an animator looking to advance their career in the			
	industry			
	SECTION A - K2 (CO1)			
Ans	wer ALL the Questions $(10 \times 1 = 10)$			
3.	Definition			
a)	CEL/CGI			
b)	Mission statement			
c)	PIXAR			
d)	PAR			
e)	AWN			
4.	Answer the following			
a)	What is Pop culture?			
b)	Define Body Language			
c)	Expand S.T.O.R.Y			
d)	Enumerate Closed question			
e)	Explain Feared questions			

SECTION B - K3 (CO2)			
Ans	swer any TWO of the following $(2 \times 10 = 2 \times 10)$	20)	
5.	What is the impact of globalization on animation business?		
6.	How does a client servicing executive function?		
7.	What etiquette is to be followed in business presentation?		
8.	Discuss the importance of SWOT analysis.		
	SECTION C – K4 (CO3)		
Ans	$ (2 \times 10 = 2 \times 10) $	20)	
9.	Give a short history of Animation industry.		
10.	Substantiate why India is called the New Production centre.		
11.	What are the criteria followed to select a candidate?		
12.	What is an elevator speech? Write an elevator speech.		
SECTION D – K5 (CO4)			
Ans	wer any ONE of the following $(1 \times 20 = 1)$	20)	
13.	Discuss the concept of culture relevant to animation industry.		
14.	What strategy is applied to sustain and expand business?		
SECTION E – K6 (CO5)			
Ans	wer any ONE of the following $(1 \times 20 = 1)$	20)	
15.	How best should one be prepared to adapt with people and situations in an industrial environment? C	ive	
	examples.		
16.	Explain in detail Market analysis done in animation industry.		

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