



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

SIXTH SEMESTER – NOVEMBER 2024

UMM 6501 – PROFESSIONAL SKILLS FOR ANIMATION



Date: 16-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Fill in the blanks

- A strong understanding of _____ is essential for animators to effectively convey emotions and character development.
- The ability to create _____ in animation allows animators to depict characters and objects in a believable manner.
- Effective _____ skills are crucial for collaborating with team members, directors, and clients during the animation process.
- Knowledge of _____ techniques helps animators create dynamic and visually appealing motion sequences.
- Proficiency in _____ software is essential for modern animators to produce high-quality animations

2. True or False

- Strong problem-solving skills are not important for animators when facing creative challenges.
- An animator should have a good understanding of traditional animation principles, even when working in digital environments.
- Time management skills are unnecessary for animators because animation projects have flexible deadlines.
- Familiarity with different animation styles is beneficial for an animator to adapt to various project requirements.
- Networking and communication skills are valuable for an animator looking to advance their career in the industry

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Definition

- CEL/CGI
- Mission statement
- PIXAR
- PAR
- AWN

4. Answer the following

- What is Pop culture ?
- Define Body Language
- Expand S.T.O.R.Y
- Enumerate Closed question
- Explain Feared questions

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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| 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)**Answer any TWO of the following****(2 x 10 = 20)**

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| 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)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Discuss the concept of culture relevant to animation industry. |
| 14. | What strategy is applied to sustain and expand business? |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | How best should one be prepared to adapt with people and situations in an industrial environment? Give examples. |
| 16. | Explain in detail Market analysis done in animation industry. |

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