



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

SIXTH SEMESTER – NOVEMBER 2024

UMM 6503 – PRODUCTION MANAGEMENT



Date: 23-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Fill in the blanks

- a) The role of a producer in animation is to _____.
- b) In the pre-production phase, the storyboard artist _____ the sequences of the film.
- c) Render farms are used in the production process to _____.
- d) Pipeline management helps in _____ the animation production workflow.
- e) _____ is a critical component for managing budgets in animation projects.

2. Match the following

- a) Keyframe animation - Combining multiple visual elements into one frame
- b) Storyboarding - Animating by specifying important frames
- c) Compositing - Sketching out the visual narrative
- d) Rigging - Organizing and tracking digital assets
- e) Asset management - Creating the skeleton for character animation

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

- a) Animation production starts with modelling
- b) The producer manages both the creative and business sides of a production
- c) Pre-production involves voice recording.
- d) Post-production is when character rigging takes place.
- e) Animation timelines are unaffected by the number of frames per second.

4. Answer the following

- a) Explain the importance of scheduling in animation production.
- b) Describe the relationship between budgeting and quality control in animation.
- c) What is the role of a technical director in an animation project?
- d) Discuss the differences between 2D and 3D production pipelines.
- e) Explain how rendering impacts the production timeline.

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

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| 5. | Apply the concept of resource allocation in managing a 3D animation project. |
| 6. | Demonstrate how scheduling tools (like Gantt charts) are used in production planning. |
| 7. | Illustrate the process of creating an animation pipeline for a short film. |
| 8. | How would you use asset tracking software to streamline production? |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Analyze the role of project management software in a large-scale animation production. |
| 10. | Compare the effectiveness of in-house production vs. outsourcing in animation. |
| 11. | Analyze the impact of technological advancements on the animation production process. |
| 12. | Examine the budgetary constraints and their effects on production timelines. |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Evaluate the effectiveness of agile project management techniques in an animation studio. |
| 14. | Critically assess the challenges faced during post-production in animation, focusing on rendering and compositing. |

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

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| 15. | Create a detailed production pipeline for a new animated series, including pre-production, production, and post-production phases. |
| 16. | Develop a budget plan for a 2-minute animated commercial, including cost estimations for each phase of production. |

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