



Birla Institute of Technology & Science, Pilani
Pilani Campus

Ist SEMESTER 2022-23

Course No: GSF321 Mass Media Content and Design

MM: 80M Duration 120 Mins CLOSED BOOK Date 24th Dec 2022

Instructions:

Write legibly. Provide suitable and neat illustration wherever mentioned /applicable.

Use appropriate stationary

Q.1. As consumers of information, how do we assess the worthiness of news for our consumption? Provide suitable examples to substantiate. [7 M]

Q.2. Define and explain the various benefits that are targeted by advertisers from customer/buyer perspective. Provide suitable examples to substantiate. [7 M]

Q3. Explain and differentiate the different types of cascading stylesheets. [6 M]

ANSWER: Explanation if the following must be included in answer with examples.

Q.4. What do you understand by 2D classical Cell Animation? Explain and demonstrate with illustrations any four principles of 2D classical Cell Animation. [2+16=18 M]

Q.5. According to certain research reports, drug abuse is a widespread problem in Indian society. The problem is a challenge across all ages but particularly among youth in urban as well as rural demographics. Drug abuse not only leads to deaths, but also loss of careers and family devastations as well as other crimes. As an initiative to create awareness among the youth population about the evil of drug abuse, the ministry of social welfare plans to launch a video based public awareness campaign. The ministry has approached you to create the video. For this given context:

5.1 Write a 30 second video script as per the template discussed in class with 12 timestamps. [10 M]

5.2. Prepare a 4-page video storyboard as per the template discussed in class. [10 M]

5.3. Draw the temporal graph for the scrip. [5 M]

Q.6. What do you understand by video editing? What are the different types of video editing? Consider the shots and interpret the message/storyline: [3+5+9=17 M]

- A man comes running out of house on a street.
- A person inside the house fires a gun shot.
- Police van arrives at the house and enters inside the house.
- The police try to arrest the person with gun

1) a,b,c,d

2) b,a,c,d

3) c,d,b,a
