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VI Semester B.V.A. (Theory) Degree Examination, June/July - 2026

Animation and Game Art
Story Design and Visual Narrative
(NEP Scheme)

Time : 2½ Hours**Maximum Marks : 60****SECTION - A****Answer any 10 out of 12 questions.****(10×1=10)**

1. Who is the responsible person for the overall “Look and feel” of an animated film?
2. What is the first step in the journey from “Concept to Screen”?
3. Which composition rule suggests dividing an image into a 3/4 times 3/4 grid?
4. True or False : Using too much unnecessary detail helps in creating visual clarity.
5. What do we call lines that point the viewer’s eye toward a specific focal point?
6. Which visual element is used to show the lightness or darkness of a color.
7. Which color is most commonly used to represent “Danger or Anger” in Animation?
8. Does warm lighting usually create a cozy or a scary atmosphere?
9. The process of repeating and refining a design based on feedback is called the _____ process.
10. What do you call the setting or surroundings where a character lives?
11. Which term describes the consistency of style throughout a whole movie?
12. What is the main purpose of “Research before starting production design”?

SECTION - B**Answer any 10 out of 12 questions.****(10×2=20)**

1. Define “Visual storytelling” in your own words.
2. Name any two responsibilities of a production designer.
3. Why is “Architecture Research” important for building an environment?
4. What is the purpose of “Framing” in a scene?

**[P.T.O.]**



5. What is a “color palatte”?
6. How does “contrast” help in making a character stand out?
7. List two ways of a designer can guide the viewers eye.
8. Briefly explain how “Shadow” can change the mood of a scene.
9. Name one iconic animated film and mention one color used prominently in it.
10. What is meant by “Characters and Environment Harmony”?
11. Why “Simplicity” important in visual design?
12. Define “Visual Development” (W2 Dev).

SECTION - C

Answer any 6 out of 8 questions.

(6×5=30)

1. Explain “Journey from Concept of Screen”. Mentioning the importance of idea development.
 2. Describe the Rule of Thirds and leading lines with the help of simple diagrams.
 3. How does production designer use historical context to create a believable world?
 4. Discuss the emotional impact of color and lighting in creating the “Atmosphere” of a film.
 5. Explain the importance of “Visual unity”.
 6. How can a designer maintain consistency across different frames of a movie?
 7. What is the “Iterative process”? Explain.
 8. Choose any famous animated character and explain how their design fits the theme of their story.
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