



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES

Jan – April 2024 ASSESSMENT

FORMATIVE ASSESSMENT

Qualification / Course : Animation Digital Media Level 6

Unit of Competency : MOTION GRAPHICS

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

- 1. Read all the instructions carefully before attempting the questions.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

SECTION A: (40 MARKS)

Answer ALL questions in this section.

1. Outline THREE key components of a motion design project brief. (3 Marks)
2. Name FOUR importance of conceptualization in scriptwriting for motion graphics.
(4 Marks)
3. Differentiate between voice-over and jingles in audio elements. (4 Marks)
4. Explain role of tweening in animation. (3 Marks)
5. Outline key differences between exporting and rendering in motion graphics.
(4 Marks)
6. Name FOUR steps involved in editing and mastering audio for a motion design project. (4 Marks)
7. Give FOUR roles of coded scripts and expressions in enhancing animation in motion design projects. (4 Marks)
8. Highlight FOUR roles of motion design in advertising. (4 Marks)
9. Outline FOUR importance of infographics in presenting data. (4 Marks)
10. Give THREE roles text in motion graphics. (3 Marks)
11. Name THREE ways images are used in motion graphics. (3 Marks)

SECTION B: (60 MARKS)

*Answer any **THREE** questions in this section*

12. Principles of Animation is crucial to make realistic animations

- a) Explain the 12 principles of animation and provide examples of each.

(12 Marks)

- b) Describe FOUR ways principles of animation enhance the effectiveness of motion graphics.

(8 Marks)

13. Script is significant in guiding motion graphics

- a) Discuss the significance of audio-visual scriptwriting in motion graphics.

(10 Marks)

- b) Provide examples of how effective scripting enhances motion design projects.

(10 Marks)

14. Motion design is often used in advertising, kinetic typography, and infographics.

- a) Compare and contrast these applications in terms of their purpose and design elements.

(12 Marks)

- b) Explain FOUR ways motion graphics enhances audience experience.

(8 Marks)

15. Explain the process of importing

- a) Compositing graphics elements within a motion graphics software interface.

(10 Marks)

- b) Animating motion graphics elements within a motion graphics software interface.

(10 Marks)