

St Joseph's University, Bengaluru
School of Communication & Media Studies
SJUET – Jan. 2025
B.Voc. Digital Media & Animation

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy to reflect on it. Know what you consume! This will form the basic material for your examination.

In addition, there will be questions from current affairs, general knowledge of the world around, and more specifically from the general domain of communication and mass media.

Part I: Watch these videos carefully:

1. The History of animation : <https://www.youtube.com/watch?v=LmyRZR8MaJI>
2. Case study of Indian animation : <https://youtu.be/ETkjhebds9Y>
3. Product Design : <https://youtu.be/UcNUsl0zbP8>

Read these articles and pay attention to details:

1. Styles of Comics : <https://bdfn.bnf.fr/uploads/fiches/2.%20Styles%20of%20Comics%20.pdf>
2. Basics drawing skills : <https://medium.com/@kjhayler/the-basic-skills-of-drawing-learn-to-draw-for-beginners-efe04f3796bb>
3. Pixar film - Inside our 2 : <https://poculture.com/a-deep-dive-into-the-making-of-disney-and-pixars-inside-out-2/>
4. Design thinking: <https://www.ideou.com/blogs/inspiration/what-is-design-thinking?srsId=AfmBOopBZPeH92N71pgcmlnCWpxrfFrAFsuHRxIY0UiD0aCnu23frhtP>
5. Types of animation : <https://www.wyzowl.com/types-of-animation/>
6. Indian painting: <https://blog.mojarto.com/indian-artistry-10-distinct-types-of-paintings-in-india/>

Part II. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge related to the program will be tested on day of SJUET.

Part III. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be asked on the day of SJUET.

N.B.: You need to bring a couple of neat, blank papers, a pencil/ pen, and an eraser.