

<b>C-1511</b>
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<b>Sub. Code</b>
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<b>83013</b>
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**B.Sc. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Graphic Design**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about Expression in communication.
2. Write short note on Intrapersonal Communication.
3. Define Logo.
4. What is Paradigmatic?
5. Write down about the method of Design process.
6. Write short note on Inter-culture.
7. What is Syntax?
8. Define Publicity.
9. Define Social system.
10. Define Visual Illusions.

**Part B**

(5 × 5 = 25)

Brief Answer with either or type.

11. (a) Write brief note on verbal communication with relevant examples.

Or

- (b) What is semantic and pragmatic disorder? Explain in detail.

12. (a) Describe about semiotics landscape in communication.

Or

- (b) Explain design execution and presentation in communication.

13. (a) Write down the impact and influence of mass media.

Or

- (b) "Communication as an expression" - Discuss.

14. (a) Explain about uses and gratification theory.

Or

- (b) What is Traditional media? Explain the difference with new media.

15. (a) Brief about the process involved in design execution.

Or

- (b) Describe the meaning of connotation and denotation in culture.

**Part C**

(3 × 10 = 30)

Essay type questions of either or type.

16. (a) How powerful is media? Discuss the impact of media in society in detail.

Or

- (b) What is thematic and visual presentation? Explain their usage in design process

17. (a) 'Modern trends in print media and web media' – Discuss in detail.

Or

- (b) How graphic design matters in Public Relations? Discuss.

18. (a) Explain the impact of multicultural content in developing countries. Discuss.

Or

- (b) Explain briefly about colour theory and its purpose.
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<b>C-1512</b>
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<b>Sub. Code</b>
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<b>83014</b>
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**B.Sc. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Graphic Design**

**FUNDAMENTALS OF ARTS**

**(2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What you get when you connecting two dots?
2. Define form?
3. Why we need free hand practices?
4. What is called line?
5. What is shape?
6. What is two point perspective?
7. What is cool colour?
8. What is below the horizon?
9. Mention any two warm colours?
10. What is a Zero point perspective?

**Part B**

(5 × 5 = 25)

Answer **all** question, Choosing either (a) or (b) (Brief Answer).

11. (a) What is the difference between Shape and Form explain with examples.

Or

- (b) Explain about colour psychology for Red, white, black, blue and violet color.

12. (a) Differentiate between warm and cool colour with examples.

Or

- (b) Explain about primary, secondary and tertiary colors.

13. (a) Explain about three point perspective?

Or

- (b) Explain how you will draw two point perspective with example.

14. (a) Explain colour blending.

Or

- (b) Explain about Geometric forms?

15. (a) How to define eight heads figure drawing?

Or

- (b) Explain importance of texture?

**Part C**

(3 × 10 = 30)

Answer **all** question, Choosing either (a) or (b) (Essay type).

16. (a) Explain how you will draw one point perspective with example.

Or

- (b) Using two point perspective and draw cityscape environment.

17. (a) Explain about colour schemes.

Or

- (b) Explain about colour wheel?

18. (a) Write a note on colour blending and colour contrast with examples.

Or

- (b) Explain in detail the preparation of making set model miniature?
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