

C-3739

Sub. Code

83013

B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. What are the types of communication?
3. Expand SMCR
4. What do you mean by two step flow theory?
5. Define sensory perception.
6. What is illusion?
7. What is public opinion?
8. Name any four developing country.
9. What is mass media?
10. Mention any two functions of mass communication.

Part B

(5 × 5 = 25)

Answer **all** questions, either (a) or (b).

11. (a) Explain the process of communication.

Or

- (b) Differentiate between verbal and non-verbal communication.

12. (a) Briefly explain the Lasswell's model of communication.

Or

- (b) Elaborate on narrative representation.

13. (a) How do you explain signs and symbols?

Or

- (b) What are the principles of visual sensory perceptions?

14. (a) Explain culture and communication.

Or

- (b) Elaborate on global media and multi-cultural content.

15. (a) Illustrate the hypodermic needle theory assumptions.

Or

- (b) Explain the importance of traditional media in the modern society.

Part C

(3 × 10 = 30)

Answer **all** questions, either (a) or (b).

16. (a) Write a critical note on the role and functioning of the mainstream mass media in the contemporary society.

Or

- (b) Examine the aspects of signs and symbols of semiotics with suitable examples.
17. (a) Explain the problems and challenges of cross-cultural communication in a country like India

Or

- (b) Critically examine the challenges faced by the print and electronic media in the wake of online and social media.
18. (a) Explain the uses and gratifications theory of communication with suitable examples

Or

- (b) Define Public Relations, Publicity and Propaganda. How do you relate them in the modern day society?
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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

FUNDAMENTALS OF ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is line-surface?
2. Define shading.
3. What is an aerial perspective view?
4. What is vanishing point
5. Define line of action.
6. What is form?
7. What is overlapping?
8. What is saturation?
9. What are primary colors?
10. What do you mean by proportion?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the use of shape and form in drawing.

Or

- (b) How do you draw geometric structure? Give suitable examples.

12. (a) Briefly explain the types of perspective views with examples.

Or

- (b) Elaborate on one point perspective in drawing.

13. (a) What are the essentials of human body drawing basics?

Or

- (b) How do you construct the front view of human body using basic shapes?

14. (a) Briefly explain the process of colour psychology.

Or

- (b) Elaborate on primary, secondary and tertiary colours.

15. (a) How do you explain the use of different materials in drawing?

Or

- (b) Explain the importance of texture with appropriate examples.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Examine the basic principles of drawing with examples.

Or

- (b) Explain the applications of perspective views in drawing with suitable examples.

17. (a) Explain the challenges in using colour combinations and colour contrast with examples.

Or

- (b) Examine the importance of colour mixing in drawing.

18. (a) What are the technical skills and conceptual skills necessary to create a cohesive body of artwork?

Or

- (b) How do you use scale and proportion in drawing different environment by using different materials?

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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Second Semester

DESIGN STUDY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is solution driven design?
2. How are target audiences segmented?
3. What is the full form of CMYK and RGB?
4. What is the opposite of monochromatic colour?
5. What is typography?
6. What are the different weights in typography?
7. What is meant by widow in typography?
8. What is the space between two columns of type called?

9. Name the important software used for creating graphics
10. Name two design areas where grids and layouts are used.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) How does design affect our daily life? Write a short note.

Or

- (b) What is the difference between CMYK and RGB modes? Write a short note.

12. (a) Write a short note on vector and raster graphics.

Or

- (b) What are the characteristics of design?

13. (a) Write a short note on Balance in graphic design.

Or

- (b) What are the primary, secondary and tertiary colours? Write a short note.

14. (a) Write a short note on Warm and Cool colours.

Or

- (b) Explain briefly the type classifications.

15. (a) Write a short note on the importance of grids.

Or

- (b) Write briefly about contrast and emphasis in graphic design.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Write an essay on the importance of graphic design.

Or

- (b) What are the traits of a good designer?

17. (a) Write an essay on use of negative and positive space in graphic design.

Or

- (b) Write an essay on Colour Theory and its application in design.

18. (a) Write a detailed note on the design process.

Or

- (b) Write a note on typography and the importance of alignment. Use illustrations to explain.

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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Second Semester

HISTORY OF ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What time period followed the Stone Age?
2. What is the meaning of the word "Mesopotamia"?
3. What is Mesolithic Art?
4. Name the art form that was used in the Indus Valley civilization.
5. What is the meaning of the word "Renaissance"?
6. Whose art did the Romans admire and copy?
7. Name any two art styles of Indian Art.

8. What animal is most often found in cave paintings?
9. What theme was depicted most in ancient Egyptian Art?
10. Name the artist who painted the Sistine Chapel?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What materials did cavemen use to decorate the walls? Write a short note.

Or

- (b) Why was a replica of cave paintings made in Spain?

12. (a) Write a short note on ancient Egyptian Art.

Or

- (b) What are the various River Valley Civilisations of the ancient world?

13. (a) Write a short on the popularity of ancient Greek Art for the Romans.

Or

- (b) Write a short note on Pottery art.

14. (a) What is calligraphy? Write a short note.

Or

- (b) What is woodblock printing? Write a short note.

15. (a) Write a short note on the miniature paintings in Indian Art.

Or

- (b) What is the other name for Madhubani Art? Write a short note.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Write a note about the cave paintings discovered in Spain and France.

Or

- (b) Write a note on religious art.

17. (a) Write an essay about the art and culture of the Indus Valley Civilisation

Or

- (b) Write an essay on Mesopotamian art and architecture.

18. (a) Write a detailed note on the various styles of Indian Art.

Or

- (b) Write a note about the Renaissance art movement.

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B.Sc. DEGREE EXAMINATION
GRAPHIC DESIGN
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Third Semester
VISUALIZATION TECHNIQUES
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is visual thinking?
2. Define Visual perception.
3. Define storyboard.
4. What is visual prompt?
5. State the meaning of communication.
6. Define mind mapping
7. Define visual form.
8. What is role-play?

9. Define brain writing.
10. What is forced relationship?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain image and imagination with suitable examples.

Or

- (b) What are the different between Imaging and thinking?

12. (a) “Appearance is deceptive”-Elaborate.

Or

- (b) How do you manage communicating through visual languages?

13. (a) Describe the fundamental principles of visualization.

Or

- (b) Elaborate on the ways and means of effective use of visual languages.

14. (a) Briefly explain the process of mind mapping techniques.

Or

- (b) Explain the steps in converting concept into reality.

15. (a) Elaborate on the techniques of morphological analysis method.

Or

- (b) Write short notes on reverse thinking, brain writing and day dreaming for visualization.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) How do you develop capacity to visualize ideas through knowledge and practice?

Or

- (b) Explain the development process of implementing visual idea into a final product.

17. (a) Elaborate on the fundamentals of data visualization.

Or

- (b) “Thinking is the hardest task in the world” - Do you agree or disagree? Substantiate.

18. (a) “Careers in the media industry is largely depends up on creativity” – Comment.

Or

- (b) Examine the essential qualities of a creative visual designer cum producer.

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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

COMMUNITY DESIGN PRACTICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define semiotics.
2. List some legendary practitioners in Viacom.
3. Give any two illustration techniques.
4. State the difference between static and animated dimensions.
5. What is a motion picture?
6. Enumerate any two editing techniques.
7. Define typography in relevance to visual communication.

8. State the major difference between punting and graphic production.
9. Expand ASCI.
10. How is ethics different from morality?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the mass communication theories.

Or

- (b) Brief the various dimensions involved in visual communication.

12. (a) Enumerate the illustrator styles and techniques.

Or

- (b) Detail the evolution of illustration.

13. (a) Brief photography and its various elements.

Or

- (b) Write short notes on some aspiring practitioners of viscom.

14. (a) Describe the growth of motion graphics.

Or

- (b) “Typography as a visual communication app”- Explain.

15. (a) Explain the ethics of mass communication.

Or

- (b) Explain about CBFC and PCI.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Describe animation in detail.

Or

(b) Elaborate the role of illustration in visual communication.

17. (a) Brief motion graphics in relevance to the current scenario.

Or

(b) Detail the limitations of printing production.

18. (a) Present an overview of ethics to be followed in mass production.

Or

(b) Explain few media governing bodies with its functionalities.

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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

INTERACTION DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define gestalt principle.
2. Expand HCI.
3. State any two layout principles.
4. What is information mapping?
5. List the types of websites.
6. State some limitations of using HTML tags.
7. Define vector masks.
8. Enumerate the simple formatting techniques.

9. Define server.
10. Give the name of some popular search engines.

Part B (5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Brief gestalt principle.

Or

- (b) Detail the evaluation of Interaction design.

12. (a) Write a short note on web browser.

Or

- (b) Review the role of aesthetics in web designing.

13. (a) What are the basic principles of UI design?

Or

- (b) Elaborate the layout principles.

14. (a) Present a basic introduction about the different elements used in a HTML editor.

Or

- (b) Describe the contemporary methods in designing web pages.

15. (a) Explain the operation process of search engine.

Or

- (b) Enumerate the different types of hosting providers.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Present a detailed overview of web designing.

Or

- (b) Explain the challenges in HCI.

17. (a) Describe the fundamental keys involved in website creation.

Or

- (b) What are the various principles involved in UI designing?

18. (a) Describe search engines and its types.

Or

- (b) Advancement in HCI- Elaborate.
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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

PACKAGING DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the basic functions of packaging?
2. Who first started using metal cans in packaging?
3. What material started replacing paper packaging?
4. What is the full form of PVC?
5. What are the two types of branded labels?
6. What is meant by shelf life?
7. What is the full form of UPC?
8. Why is die-cutting important in packaging?

9. What is the planning process in packaging design?
10. How to evaluate packaging design?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What are the various classifications of packaging in terms of its usage?

Or

- (b) What are the various types of packaging materials?

12. (a) Write a short note on the role of graphic design in packaging.

Or

- (b) Write a note on packaging and labeling.

13. (a) Write a short on information design in packaging.

Or

- (b) Why is cost consideration important in packaging?

14. (a) Write a note on substrates (materials) and die-line in packaging design.

Or

- (b) Write a note on the trends in packaging industry.

15. (a) What is prototyping? And why is it important in packaging design?

Or

- (b) Write a note on UPC and its advantages.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Write a note on the Principles of packaging.

Or

- (b) Write a note on the evolution of packaging design.

17. (a) Write an essay on the impact of packaging on the environment.

Or

- (b) What is the role of packaging in marketing and brand identity?

18. (a) How different is food packaging? Write a note on the materials used.

Or

- (b) What material changed the way packaging is done? What is its impact on the environment?

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B.Sc. DEGREE EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

EDITORIAL DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is editorial design?
2. What is the space on the top, bottom, left and right side of a page layout called?
3. What colour inks are used in offset printing?
4. What is the space between two columns of text called?
5. Between Adobe Indesign and Illustrator which is best suited for magazine design?
6. What is typography?
7. What is the full form of PDF?

8. What is the difference between serif and sans serif fonts?
9. Why is white space for negative space) important in editorial design?
10. What is the paper used for printing newspapers called?

Part B (5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write a short note on the types of editorial design.

Or

- (b) Write about the future of editorial design.

12. (a) What is the role of grids? Write a short note.

Or

- (b) Write a short note about readers psychology.

13. (a) What are the stages of the design process?

Or

- (b) Write a short note about the Colour Wheel, RGB and CMYK colour modes.

14. (a) What are the important parts of a page layout?

Or

- (b) What is PPI and DPI? Write a note on image resolution in print and digital.

15. (a) What are the editorial mandatories?

Or

(b) Write a note on contrast and hierarchy in editorial design.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Write a detailed note about the grid system and layouts.

Or

(b) Write a note on the factors influencing a layout.

17. (a) Write an essay on lay outing for print and digital.

Or

(b) What are the parts of the cover page design? Write about the principles of cover page design.

18. (a) Write a detailed note typography in editorial design.

Or

(b) Explain the production techniques and write about the software used in editorial design.
