B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Graphic Design

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer the following questions.

1. Define verbal communication.

2. What are the barriers to communication?

3. Who proposed the circular and helical models of communication?

4. What do you mean by levels of communication?

5. Define semiotics.

6. What is optical illusion?

7. What is publicity?

8. Name any four developed country.

9. What is digital media?

10. Name any four communication theories.

Part B $(5 \times 5 = 25)$

Answer the following questions either (a) or (b).

11. (a) Explain visual communication.

Or

(b) Expand on "Communication as an expression".

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

Or

(b) Elaborate on denotations and connotations.

13. (a) How do you explain colour psychology theory?

Or

(b) What are the principles of visual design?

14. (a) Explain the relationships between culture and communication.

Or

(b) Elaborate on paradigmatic and syntagmatic aspects of signs.

15. (a) Explain the role mass media in the contemporary society.

Or

(b) Explain the relevance of social media in the modern society.

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Part C (3 × 10 = 30)

Answer the following questions either (a) or (b).

16. (a) Write a critical note on the functions and barriers of the mass media in a developing country like India.

Or

(b) Examine any two theoretical concepts and constructs of communication with suitable examples.

17. (a) What is cross-cultural communication? Examine the scope and importance of cross-cultural communication in the modern world.

Or

(b) Critically examine the role, functioning and challenges faced by the online and social media.

18. (a) Explain the any two theories of mass media which are relevant in the modern day with suitable examples.

Or

(b) Examine the influence of mass media in a developing society like India.

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C–5139	Sub. Code
	83014

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Graphic Design

FUNDAMENTALS OF ART

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer the following questions.

1.   What is called free strokes?

2.   Define superimposition.

3.   What is a linear perspective views?

4.   What is two point perspective?

5.   Define contour drawing.

6.   What is cylindrical form?

7.   Expand RYB

8.   What is line of action?

9.   Mention use of scale in drawing.

10.   Define texture.

Part B $(5 \times 5 = 25)$

Answer the following questions choosing either (a) or (b).

11. (a) Explain the use of shading and lighting in drawing.

Or

(b) Differentiate between shape and form with suitable examples.

12. (a) Briefly explain perspective terminology with examples.

Or

(b) Elaborate on two point perspective in drawing.

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

Or

(b) Explain the relative proportion of various parts of the body.

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

Or

(b) Elaborate on quick sketches with suitable examples.

15. (a) How do you explain the use of scale and proportion in drawing?

Or

(b) Explain the importance of different materials in drawing.

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Part C $(3 \times 10 = 30)$

Answer the following questions choosing either (a) or (b).

16. (a) Examine the surface limits and geo-matric structure with examples.

    Or

    (b) Explain the construction methods of drawing with suitable examples.

17. (a) Explain the challenges in drawing 2D and 3D shapes with illustrations.

    Or

    (b) Examine the use of colour combinations in drawing.

18. (a) What do you mean by colour psychology? How is it applied in drawing?

    Or

    (b) As an artist how do you apply texture and colouring in relation to relevant subject?

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C–5140	Sub. Code
	83032

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Graphic Design

VISUALIZATION TECHNIQUES

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Why data visualization is important?

2.   List the examples of methods to visualize data.

3.   What is Embeddability?

4.   What is Big Data Visualization?

5.   What is forced relationships?

6.   Write about selection in Visualization.

7.   Define idea generation.

8.   What is proportion?

9.   Write about visual thinking.

10.   Write about brain writing.

Part B (5 × 5 = 25)

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

11. (a) What are the important principles of visualization?

Or

(b) What are Visual Perceptual Skills?

12. (a) Write about the challenges of big data visualization.

Or

(b) Describe visual prompts.

13. (a) Write about concept to reality.

Or

(b) Describe mind mapping experience.

14. (a) What is artistic visualization?

Or

(b) Write about eliminate.

15. (a) Write about reverse thinking.

Or

(b) Explain attribute listing.

Part C (3 × 10 = 30)

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

16. (a) Describe data visualization design process.

Or

(b) Describe big data visualization tools.

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17. (a) Describe the process of implementing of visual idea.

Or

(b) Write about reverse and combine.

18. (a) Describe story boarding.

Or

(b) Describe managing communication through visual languages.

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B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Graphic Design

COMMUNITY DESIGN PRACTICE

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. List the Advantages of Mass Media.

2. What is two-step flow communication model?

3. What illustration techniques?

4. Write about Woodcutting.

5. List editing techniques.

6. Write about photography.

7. List applications of typography.

8. What is interactive media?

9. Write about CBFC.

10. Write about ethical thinking.

Part B (5 × 5 = 25)

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

11. (a) Describe Cultivation Theory.

Or

(b) Write about metaphor.

12. (a) How do you illustrate animation?

Or

(b) Describe animated illustrations.

13. (a) Write about photography styles.

Or

(b) Describe evolution of motion pictures.

14. (a) Write about evolution of graphic production.

Or

(b) Write about evolution of motion graphics.

15. (a) Write about ethical thinking.

Or

(b) Write about Describe ethics in mass media.

Part C (3 × 10 = 30)

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

16. (a) Describe Aesthetics.

Or

(b) Differentiate between a designer and an illustrator.

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17. (a) Describe evolution of illustration.

Or

(b) Describe media applications of typography.

18. (a) Write about evolution of printing.

Or

(b) Describe ethics in mass communication.

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B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Graphic Design

INTERACTION DESIGN

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is gestalt principle?

2. What is similarity?

3. Write about feedback.

4. Write about reuse.

5. What is web design?

6. List the types of websites.

7. What is HTML editor?

8. What is the use of preview page in browser?

9. What is request line in HTTP?

10. What is optimization in coding?

Part B   (5 × 5 = 25)

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

(Brief answers)

11. (a) How do you distinguish the history of interaction design from the broader scope of computing history?

Or

(b) Write about Visual representations.

12. (a) Describe the principles of UI design.

Or

(b) Describe false affordance.

13. (a) Write about design fundamentals.

Or

(b) Describe about target audiences.

14. (a) Describe styling background.

Or

(b) Write about formatting images.

15. (a) How do Search Engines Work?

Or

(b) What are the components of a http request?

Part C   (3 × 10 = 30)

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

(Essay type)

16. (a) Describe consistency and affordance.

Or

(b) Describe information mapping.

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17. (a) Describe about information architecture.

Or

(b) Describe aesthetics and functionality.

18. (a) Describe process of formatting text using style.

Or

(b) Describe behaviours and inserting media.

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C–5105		Sub. Code
		83251/82851/ 83051/83351/82951

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

(Common for Animation/ Game art and Design/ Graphic Design/Photography/Visual effects)

BUSINESS OF MEDIA

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Business

2.   Private sector

3.   Customer

4.   Co-operatives

5.   Stakeholders

6.   Owners

7.   Macro economies

8.   Employees

9.   Production

10. Entrepreneurship

Part B (5 × 5 = 25)

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

11. (a) Write the types of Business organization.

Or

(b) What is Franchises? Give a detail account on it.

12. (a) What are the ways to structure a business?

Or

(b) Explain the pros and cons of different structure.

13. (a) Define Stakeholders? Write notes on Pressures on business.

Or

(b) Write briefly about the characteristics of stakeholders.

14. (a) Write short notes on objective of Business studies.

Or

(b) Brief on marketing strategies.

15. (a) Write the importance of Business communication

Or

(b) What are the Dos of public relations personnel to maintain healthy media relations?

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Part C (3 × 10 = 30)

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

16. (a) How private and public sector influencing the profit of business? Explain.

Or

(b) Write the importance o organizational structure.

17. (a) Give detail account on Internal and External Stakeholders.

Or

(b) Write about the production and operations management in business.

18. (a) Describe macro and micro economics.

Or

(b) Explain the social responsibilities of entrepreneur.

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C–5106	Sub. Code
	83252/82852/83052/
83352/82952

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

(Common for Animation/ Game art and Design/ Graphic Design/Photography/Visual effects)

PORTFOLIO AND PRESENTATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Value Proposition

2. Personal Branding

3. Custom Logo

4. Blogs

5. PowerPoint presentation

6. Stylesheet

7. User Interface

8. Targot market

9. YouTube Channel

10. Portfolio Risk and Return

Part B $(5 \times 5 = 25)$

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

11. (a) Write about any particular career based portfolio designs

                             Or

     (b) How will you include social media channels into portfolio? Explain

12. (a) What would a digital portfolio be used for?

                             Or

     (b) Write should a digital portfolio include?

13. (a) Why presentation skills training is needed for everyone.

                             Or

     (b) Write about the importance of diction in presentation.

14. (a) What is the purpose of a business card

                             Or

     (b) Give a sketch of a brochure cum business advertisement for any product of your own choice.

15. (a) What is portfolio strategy?

                             Or

     (b) Write about the deadline for a portfolio campaign, and explain how it works.

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Part C (3 × 10 = 30)

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

16. (a) Write an essay on the different types of portfolio for various fields.

Or

(b) Write a detailed essay on working portfolio and its practice in India.

17. (a) What is the role of teacher in creating E-portfolios for students? Emphasis the earning and leading towards the awareness to the students

Or

(b) Why is a book cover the most important part of a book? Explain from a presentation perspective

18. (a) Write an essay on the types of social media advertisement with different online platform groups.

Or

(b) Explain the following key elements of portfolio management

(i) Asset Allocation

(ii) Diversification

(iii) Rebalancing

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