

C-6188

Sub. Code

83023

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Graphic Design

DESIGN STUDY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Graphic Design in your own words.
2. Name the colours used for printing on newspaper.
3. What do you understand about the target audience?
4. Define pixels.
5. What is colour blending?
6. Name two sets of complementary colours.
7. What do you understand by Typography?
8. What is the meaning of Gutter Space?
9. What is negative space?
10. What are grids and layouts?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain all colour schemes in detail with diagram.

Or

- (b) What is the significance and purpose of design in human life?

12. (a) Write a short note colour psychology with examples.

Or

- (b) Which colours would you use while designing a room for a teenage girl and why?

13. (a) Write your observations regarding the use of typography in newspapers.

Or

- (b) Write a short on Hierarchical Grids with examples.

14. (a) Create a monogram using any two of the following alphabets — A, R, S, D.

Or

- (b) What are the advantages of using a grid for a layout?

15. (a) Write a short note on using negative space and positive space with examples and explain them.

Or

- (b) Write a short note on capturing readers attention.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a short note on Typeface Anatomy and explain them.

Or

- (b) Make two ancient traditional symbols which have established a unique identity for a community / religion / or place in a separate frame each of 4 × 4 and describe.

17. (a) Explain negative space and positive space.

Or

- (b) Explain what symmetrical and asymmetrical designs are with examples.

18. (a) Explain how using different weights help in creating contrast, hierarchy in graphic design.

Or

- (b) Write a detailed note on the parts of a page layout with diagrams.

C-6189

Sub. Code

83024

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Graphic Design

HISTORY OF ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who introduced Fresco?
2. Who is called father of Cubism?
3. What is the key aspect of Impressionism?
4. Who painted the Last supper and the Mona Lisa?
5. What is Great Bath?
6. Who painted the Last supper and the Mona Lisa?
7. Where is Madhubani painting practiced?
8. What is Sfumato technique?
9. What is the technique used for Bronze Casting?
10. What are Mandalas?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write in brief about the Granary of Harappa and The Great Bath.

Or

- (b) Discuss about Manuscript Painting.

12. (a) Explain briefly about Madhubani art in present times.

Or

- (b) Briefly discuss about Post-Impressionism. Mention two artists.

13. (a) Explain briefly on Impressionism. Mention two artists who belong to this period.

Or

- (b) Write briefly on Renaissance.

14. (a) Talk about Rembrandt and his works.

Or

- (b) Explain the preparation of Clay for Pottery in India.

15. (a) Discuss briefly on Wood block Prints.

Or

- (b) What is hieratic scale? Explain it briefly with an example.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about the Bronze Art and its methods.

Or

- (b) Explain in detail the process of pottery.

17. (a) Discuss in detail about medieval period of art.

Or

- (b) Moghul and Rajasthani miniature. Explain in detail.

18. (a) Explain in detail Chinese and Japanese Hand Scrolls from Eastern Art.

Or

- (b) Explain the importance of Impressionism and Post-Impressionism in western art.
-

C-6193

Sub. Code

83042

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Graphic Design

PACKAGING DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention the advantages of packaging.
2. What are secondary packaging material?
3. Define packaging design.
4. What do you mean by brand identity?
5. What are the legal requirements for packaging?
6. Define universal product code.
7. Define prototype.
8. What is package testing?
9. What do you mean by lamination?
10. Name any three-material used for packaging.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss functional properties of paper and paper board.

Or

- (b) Outline the characteristic of an ideal package.

12. (a) Define packaging and their importance.

Or

- (b) Explain flexible packaging material.

13. (a) Write note on bar codes.

Or

- (b) Explain 3D packaging design.

14. (a) Describe about sustainable packaging.

Or

- (b) Write note on reusable packaging.

15. (a) Outline the basic plastics used as packaging material.

Or

- (b) Summarize the functions of metal packaging.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the reasons for selection and rejection of specific packaging materials.

Or

- (b) Summarise the advantages and disadvantages of various packaging materials.

17. (a) Write detailed note on various packaging methods.

Or

- (b) Explain how to select packaging material for food items with examples.

18. (a) How packaging can contribute to a brand identity? Explain in detail.

Or

- (b) Explain the following

(i) Varnishing

(ii) Coatings

C-6194

Sub. Code

83043

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Graphic Design

EDITORIAL DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is editorial design?
2. Name any two famous editorial designers.
3. What is layout in editorial design?
4. List down the factors influencing a layout.
5. Define typography.
6. What is white space?
7. Define web typography.
8. What is platform?
9. Expand PDF.
10. State the objectives of margin.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about complementary colours.

Or

- (b) Outline the characteristic of layout in design.

12. (a) Write the guidelines for layout design.

Or

- (b) Explain role of grids in editorial design.

13. (a) Write note on magazine layout.

Or

- (b) Outline the importance of typography in designing.

14. (a) Describe about colours for web.

Or

- (b) Write note on moving images.

15. (a) Outline the functions of printers.

Or

- (b) Summarize the advantages of colour swatches.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail history of editorial design.

Or

- (b) Summarise the advantages and disadvantages of grid layout system in editorial design.

17. (a) Demonstrate and explain stages of editorial design process.

Or

(b) Explain in detail editorial mandatories with examples.

18. (a) Explain how to handle digital and moving images.

Or

(b) Explain the following

(i) Text wrap

(ii) Story editor

C-6147

Sub. Code

**83251/82851/83051/
83351/82951**

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Fifth Semester

**Common for B.Sc. (Animation/Game Art and
Design/Graphic Design/Photography/Visual Effect)**

BUSINESS OF MEDIA

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Public sector
2. Franchises
3. Product
4. Budgeting
5. Suppliers
6. Community
7. Micro economics
8. Marketing
9. Distributor
10. Entrepreneur

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the key differences of private sector and public sector.

Or

- (b) Write shortly on Co-operatives.

12. (a) What are the key terms of organizational structure?

Or

- (b) Write about the activities of Organization.

13. (a) What is the difference between Owners and stakeholders?

Or

- (b) Explain the role of Managers and employees.

14. (a) What do you mean by marketing research? Explain.

Or

- (b) What is marketing mix? Explain.

15. (a) Explain the forms of Business structure.

Or

- (b) What a public relations personnel should do to maintain healthy media relations?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate the types of business organization.

Or

- (b) Describe the Influences of Government on Production and broad casting.

17. (a) Elucidate the importance of marketing.

Or

- (b) Explain in detail on Marketing and marketing strategies.

18. (a) Elaborate the theories of entrepreneurship.

Or

- (b) What are the types of distribution channels? Explain.
-

C-6148

Sub. Code

**83252/82852/83052/
83352/82952**

**Common for B.Sc. (Animation/Game Art and
Design/Graphic Design/Photography/Visual Effects)
DEGREE EXAMINATION, APRIL 2022.**

Fifth Semester

PORTFOLIO AND PRESENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Aggressive Portfolio
2. Display Portfolio
3. Tagline
4. Continuous performance evaluation
5. Fonts
6. Book cover design
7. Multimedia Manger
8. Psychographics
9. Optimal Portfolio
10. Forecast in portfolio enhancement

Part B

(5 × 5 = 25)

Answer **all** questions.

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

Or

- (b) Explain the visual hierarchy in a portfolio design

12. (a) How do you create a digital art portfolio?

Or

- (b) How to your illustrations and original artworks in portfolio?

13. (a) “One main idea per slide”– Explain this concept with project presentation.

Or

- (b) Write about the importance of images in educational presentation.

14. (a) What is the purpose of maintaining a blog?

Or

- (b) Define Social media advertising.

15. (a) How celebrities manage different digital portfolios in all social media platforms?

Or

- (b) What are the types of portfolio risks exists in digital platforms.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How will you organize the basic elements of portfolio to create a stunning design For creative field? Explain.

Or

- (b) Write an essay on assessment portfolio and compare its nature in India and other countries.
17. (a) Why Electronic portfolios require a large investment of time and effort? Explain with its stages.

Or

- (b) Explain the front end deliverables and backend process involved in a theatre production Discuss the roles and responsibilities of all crew members
18. (a) Do's and Don'ts in designing a business card for a Creative person. Explain and give a sketch.

Or

- (b) Differentiate the Active and Passive portfolio management with its budget plans.
-

C-5664

Sub. Code

**16/17/23/25/
26/27/29**

**Common for All U.G. B.Sc./B.B.A. DEGREE
EXAMINATION, APRIL 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. ZSI.
2. WII.
3. What is renewable energy?
4. Food web.
5. Pyramid of numbers in aquatic ecosystem.
6. Red data book.
7. List out any five Endemic species of India.
8. List out marine pollutants.
9. *Ex Situ* Conservation.
10. Enlist Option Values of Biodiversity.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

- (b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

- (b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

- (b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

- (b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

- (b) Write notes on effects and control measures of nuclear hazards.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

- (b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on “India is a mega-diversity nation”.

Or

- (b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

- (b) Write an essay on concept, structure and function of ecosystem.