

C-7452

Sub. Code

83013

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Graphic Design

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define visual communication.
2. What is intrapersonal communication?
3. What is Semantic?
4. List categories of posters.
5. What is optical illusion?
6. Write about design process.
7. Define global media.
8. What is connotation?
9. Write mass media.
10. Write about propaganda.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the importance of visual communication.

Or

- (b) Write about barriers to communication.

12. (a) Write about two step flow theory.

Or

- (b) Describe SMCR communication model.

13. (a) Write about paradigmatic aspects of sign.

Or

- (b) Describe the process of developing ideas.

14. (a) What is cross cultural communication?

Or

- (b) Write about public opinion.

15. (a) Write about traditional media,

Or

- (b) Explain hypodermic needle model.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe communication as process.

Or

(b) Describe multi-cultural content.

17. (a) Describe scopes and limitations of visual communication.

Or

(b) Write about Lasswell's model.

18. (a) Describe print media.

Or

(b) Describe levels of communication.

C-7453

Sub. Code

83014

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Graphic Design

FUNDAMENTALS OF ART

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define surface limits.
2. What is repeated image?
3. What is cylindrical form?
4. What is one point view?
5. What is proportion?
6. Write about foreshortening.
7. Define saturation.
8. What is color wheel?
9. Write about scale.
10. Write about proportion.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is geometric structure?

Or

(b) Write about shading.

12. (a) Write about vanishing point.

Or

(b) Write about picture plane.

13. (a) Write about line of action.

Or

(b) Write about stick figure.

14. (a) What is tertiary color?

Or

(b) Write about color contrast.

15. (a) Describe about the study from live figure.

Or

(b) Describe progressive method.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Compare linear and aerial perspective.

Or

(b) Describe color psychology

17. (a) Describe three vanishing point.

Or

(b) Write about study of different environment.

18. (a) Write about application of texture in relation to the relevant subject.

Or

(b) Describe foreshortening.

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-7454

Sub. Code

83032

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Graphic Design

VISUALISATION TECHNIQUES

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Data Visualisation?
2. Define multi dimensional visualisation.
3. List two reasons stating the need of Storyboarding.
4. List out two visual tools.
5. What is an idea?
6. What is the need of the principles of visualisation for the active final product?
7. What is scamper technique?
8. Explain reverse thinking?
9. What is Optical Illusion?
10. Explain Proportion.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is meant by aesthetics and its relevance in visualisation?

Or

- (b) Discuss the principles of visualisation.

12. (a) How does Morphological analysis help in development of a new product?

Or

- (b) List out with examples the different visual tools for analysing the big idea.

13. (a) Elaborate on the different Mind Mapping techniques.

Or

- (b) Discuss the fundamental principles of visualisation.

14. (a) What are the elements to create a pattern?

Or

- (b) Discuss the different visual forms.

15. (a) How is brainwriting used to generate ideas?

Or

- (b) What is the role of reverse thinking in generating new ideas?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Drawing plays an important part in Visualisation. Describe its importance.

Or

- (b) What are the types of Visual Perception?
17. (a) Discuss the role of visual images in communicating to the audience.

Or

- (b) Graphic Design can be a game changer in the contemporary scenario. Justify this statement.
18. (a) How can you visualise more than three dimensions in a single chart?

Or

- (b) Is Daydreaming a form of manifestation? How does it help in visualisation?

C-7455

Sub. Code

83033

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

Graphic Design

COMMUNITY DESIGN PRACTICE

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. Define mass media.
3. What is illustration?
4. What are the elements of interactive media?
5. Write notes on motion pictures.
6. What is the difference between Internet and web?
7. Define typography.
8. What is graphic design?
9. Brief on BCCC.
10. Write notes on PCI.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of communication.

Or

(b) What are the major functions of communication?

12. (a) Describe the evolution of animation.

Or

(b) What are the different styles of illustration?

13. (a) What are the different types of photography?

Or

(b) Explain the different techniques in photography.

14. (a) Explain the role of typography in media.

Or

(b) Explain the evolution of printing and graphic production.

15. (a) Explain the important features of ASCII Code.

Or

(b) Describe the importance of ethics in mass communication.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the major models of communication models.

Or

(b) Explain semiotics.

17. (a) Trace out the evolution of Illustration.

Or

(b) Explain the elements of typography.

18. (a) Explain the ethical guidelines for Television programs.

Or

(b) Explain the major theories of mass communication.

C-7456

Sub. Code

83034

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

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 interaction design?
2. What is user interface?
3. What is affordance in design?
4. Brief on the design principle Tolerance.
5. Write short notes web browser.
6. Define site map.
7. Why container is used in HTML?
8. How do you insert an image into HTML?
9. What is the main function of a search engine?
10. What is domain name?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write down the Gestalt principles.

Or

- (b) What is Human-Computer Interaction used for?

12. (a) Write notes on :

- (i) Information mapping
- (ii) False affordance.

Or

- (b) Write notes on :

- (i) Simplicity
- (ii) Reuse.

13. (a) Explain the difference between print design and web design.

Or

- (b) Describe the fundamentals of design.

14. (a) What are the uses and limitations of CSS?

Or

- (b) Write down the method of formatting text using style in CSS.

15. (a) What are the advantages of code optimization?

Or

- (b) Explain rendering techniques.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the origin of Interaction design.

Or

(b) Explain the principles of navigation.

17. (a) Elaborate the method of creating icons and ribbons.

Or

(b) Explain the fundamentals of HTML.

18. (a) Describe the methods of inserting images, adding lists and adding tables in HTML.

Or

(b) Explain the core components of HTTP request.

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-7422

Sub. Code

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

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Fifth Semester

BUSINESS OF MEDIA

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define public sector.
2. Define the term franchise.
3. List some NGO's.
4. How will you identify a successful organization?
5. What is customer satisfaction?
6. List the types of stakeholder.
7. Define Customer.
8. What is Community?
9. What is Entrepreneurship?
10. What is market analysis?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the firms in the private sector.

Or

- (b) Highlight the importance of structure.

12. (a) State the pros and cons of different structures.

Or

- (b) What are the pressures that you incur in business?

13. (a) List out the types of stakeholder.

Or

- (b) How will you satisfy your customers?

14. (a) How will you frame your business objectives and strategy?

Or

- (b) Write short note on human resources.

15. (a) Discuss briefly about market structures.

Or

- (b) What are the characteristics of Stakeholders?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How will you run an organization effectively?

Or

(b) Write about internal and external stakeholders.

17. (a) Explain Macro and Micro Economics with an example.

Or

(b) State the role of manager in an organization.

18. (a) Elaborate on the Channels of Communication.

Or

(b) Explain the theories of Entrepreneurship.

C-7423

Sub. Code

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

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022

Fifth Semester

PORTFOLIO AND PRESENTATION

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Portfolio?
2. List out the importance of Digital Portfolio.
3. What is digital media?
4. Define Blog.
5. What are the requirements of good presentation?
6. Define Web page.
7. Write short note on Instagram.
8. Define tone.
9. List out the merits of Social media.
10. How will you work on your deadlines?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Highlight the importance of Portfolio.

Or

(b) Discuss about the elements of Portfolio.

12. (a) What are the requirements in the development of Portfolio?

Or

(b) Discuss about the effective digital showcase.

13. (a) Summarize the Presentation format and requirements.

Or

(b) Highlight the prospects of film portfolio presentation.

14. (a) How will you create your own blog?

Or

(b) State the importance of social media.

15. (a) Outline the components of a Portfolio.

Or

(b) List out the steps of publishing your Portfolio.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on Digital Portfolio.

Or

(b) Discuss about the Portfolio Development Techniques - Do's and Don'ts.

17. (a) Explain the different stages of digital media.

Or

(b) How will you prepare a professional theatre for presentation?

18. (a) Explain the steps in creation of your own web page.

Or

(b) Explain Portfolio budget and Deadline planning.

C-7013

Sub. Code

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

**COMMON FOR ALL U.G DEGREE COURSES
EXAMINATION, NOVEMBER 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Nonrenewable resources
2. Ecosystem
3. Food Chain of forest ecosystem.
4. Pandemic Emergencies.
5. Red Data Book
6. Hot spots
7. Climate Change
8. Deforestation
9. Biodiversity
10. Acid Rain

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate renewable and nonrenewable energy resources.

Or

- (b) Write notes on structure and functions of grassland ecosystem.

12. (a) Write notes on Food Webs of Forest Ecosystem with suitable examples.

Or

- (b) Write notes on Genetic, Species and Ecosystem Diversity.

13. (a) Write short notes on Food resources and its problems associated with them.

Or

- (b) Write notes on land resources and problem associated with them.

14. (a) Write notes on thermal pollution.

Or

- (b) Write notes on energy pyramids with suitable examples.

15. (a) Explore the threats to biodiversity.

Or

- (b) Write note on man-made disaster with special reference to strike.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Write an essay on multidisciplinary nature of environmental studies and about the need for public awareness on environment.

Or

- (b) Write an essay on Water Resources and problem associated with over-utilization of various water resources.
17. (a) Write an essay on Biogeographical classification of India.

Or

- (b) Write an essay on values of biodiversity.
18. (a) Write an essay on causes, effects and control measures of water pollution.

Or

- (b) Enumerate various strategies in managing disasters caused due to natural calamities.
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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.