

**C-0192**

**Sub. Code**

**83013**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**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 intercultural communication?
3. List out the main features of SMCR model.
4. Write notes on two - step flow theory.
5. Differentiate connotation and denotation.
6. What is visual thinking?
7. Why is global media important?
8. What are paradigmatic and syntagmatic?
9. Write any two advantages of traditional media.
10. Define the term gratification.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate the barriers of communication.

Or

- (b) What are the elements of communication?

12. (a) Explain Wilbur Schramm's Circular model with neat diagram.

Or

- (b) List out the main features Helical Dance's Model.

13. (a) Explain Colour Psychology with suitable examples.

Or

- (b) Discuss the different stages of design process.

14. (a) How is culture and communication related to each other?

Or

- (b) What are the elements cross cultural communication?

15. (a) What are the major functions of mass communication?

Or

- (b) Explain Hypodermic needle model.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the types of communication.

Or

(b) Describe the different levels of communication.

17. (a) Elaborate the principles of visual and sensory perceptions.

Or

(b) Explain Semiotics and its types.

18. (a) Compare the uses of print media with electronic media.

Or

(b) Write an essay on Propaganda.

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**C-0193**

**Sub. Code**

**83014**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**First Semester**

**Graphic Design**

**FUNDAMENTALS OF ART**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is free stroke?
2. Brief on shading.
3. Differentiate linear perspectives and aerial perspectives.
4. Write notes on picture plane.
5. What is contour shading?
6. Brief on line of action.
7. What is colour psychology?
8. What are the uses of primary colours?
9. What is the role of scaling in drawing?
10. Write down the uses of understanding colour combinations.

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) What are the elements of art?

Or

(b) Describe the role of geometric shapes in art.

12. (a) Explain one point, two point and three point perspectives.

Or

(b) Describe the construction drawing methods.

13. (a) Explain the materials essential for human figure drawing.

Or

(b) How do you construct the front view using basic shapes?

14. (a) Write notes on: (i) Hue (ii) Saturation

Or

(b) Differentiate primary, secondary and tertiary colours.

15. (a) Explain the usage of different materials for the art.

Or

(b) Write down the importance of texture in art.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on hatching and diverging lines.

Or

- (b) Discuss perspective terminology.

17. (a) Explain the methods of simplifying body parts into 2D shapes.

Or

- (b) Describe Colour contrast.

18. (a) Write notes on colour mixing.

Or

- (b) Describe Progressive method.
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**C-0194**

**Sub. Code**

**83032**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**Third Semester**

**Graphic Design**

**VISUALIZATION TECHNIQUES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by visualization.
2. Explain the role of data visualization.
3. Discuss about Synectic's.
4. Discuss the purpose of storyboard.
5. Outline the role of mind mapping.
6. Explain about visualization.
7. What is meant by visual form.
8. Summarise the importance of scamper.
9. Define visual thinking.
10. Which do you mean attribute listing.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Outline the various types of visual elements.

Or

- (b) Summarize the principles involved in visualization.

12. (a) Discuss the concept of mind mapping.

Or

- (b) Illustrate the concepts involved in story board.

13. (a) Brief a note on implementation of visual idea.

Or

- (b) Elaborate on innovating the visualization concepts.

14. (a) Brief about structural artistic data visualization.

Or

- (b) Brief about idea generation.

15. (a) Discuss about brain writing process.

Or

- (b) Elaborate on reverse thinking process.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain how the idea will be converted as final product in data visualization.

Or

- (b) Explain the role of morphological analysis.



17. (a) Elaborate on how the concept will be converted to reality.

Or

- (b) Explain about mind mapping techniques and their importance.
18. (a) Explain the following
- (i) Daydreaming visualization
  - (ii) Roleplay and its importance

Or

- (b) Explain how the smart use of patterns in visualization techniques.
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**C-0195**

**Sub. Code**

**83033**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**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 Visual communication.
2. Define metaphor.
3. Write notes on interactive media.
4. Write any two advantages of visual communication.
5. What is photography?
6. Brief on the styles of photography.
7. Write notes on motion graphics.
8. What is graphic design?
9. Brief on PCI.
10. What is the need of ethics in media?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the elements of communication.

Or

- (b) What are the different types of semiotics?

12. (a) Describe the evolution of illustration.

Or

- (b) Write about the role of illustration in animation.

13. (a) Trace out the evolution of motion pictures.

Or

- (b) Explain the different techniques in photography.

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

Or

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

15. (a) Explain the objectives and functions of film certification.

Or

- (b) Describe the importance of ethics in media.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Explain the important theories of mass communication.

17. (a) Describe the evolution of animation.

Or

- (b) Explain the major elements of typography.

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

Or

- (b) List out the major principles of ASCII Code.
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**C-0196**

**Sub. Code**

**83034**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**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 meant by human computer interaction?
2. What is user experience?
3. What is consistency in design?
4. Brief on visibility.
5. What is target audience?
6. How is color used In web designing?
7. How do you insert text in HTML?
8. How do you merge columns and rows in HTML?
9. Name any five search engines.
10. What is HTTP?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the origin of interaction design.

Or

- (b) Explain Human computer interaction.

12. (a) Describe the principles of layout.

Or

- (b) Write notes on :

- (i) Feedback
- (ii) Structure

13. (a) Explain the method of understanding various file formats for the web.

Or

- (b) What are the types of web sites?

14. (a) How do you customize footer in CSS?

Or

- (b) What are the types of HTML editor?

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

Or

- (b) Explain the types of web hosting?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Gestalt principles.

Or

(b) Explain the principles of UI design.

17. (a) Describe the fundamentals of design.

Or

(b) Explain the fundamentals of HTML.

18. (a) Describe domain name.

Or

(b) Explain Coding optimization.

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**C-1234**

**Sub. Code**

**83013**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**First Semester**

**Graphic Design**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What does the term “Barriers of Communication” refer to?
  - (a) Barriers in visual communication
  - (b) Barriers in written communication
  - (c) Barriers in verbal communication
  - (d) Barriers in nonverbal communication
  
2. Which of the following is NOT a type of communication mentioned in the content?
  - (a) Technical communication
  - (b) Semantic communication
  - (c) Pragmatic communication
  - (d) Historical communication



3. Which model of communication theory suggests that information flows from media to opinion leaders and then to the wider population?
- (a) Schramm's Circular Model
  - (b) Two-step flow theory
  - (c) Dance's Helical model
  - (d) Whites Gatekeeper theory
4. What are the three levels of communication discussed in the content?
- (a) Technical, Visual and Pragmatic
  - (b) Verbal, Non-verbal and Technical
  - (c) Technical, Semantic and Pragmatic
  - (d) Linguistic, Semiotic and Pragmatic
5. What is the study of signs and symbols and their use called?
- (a) Semantics                      (b) Syntax
  - (c) Semiotics                      (d) Symbology
6. What does the field of "Color psychology and theory" primarily study?
- (a) The emotional and psychological impact of color
  - (b) The physics of color
  - (c) The history of color in art
  - (d) The use of color in advertising

7. Which aspect of communication is concerned with ethical considerations in media and messaging?
  - (a) Public Opinion Formation
  - (b) Strategic Communication
  - (c) Media Ethics
  - (d) Cross-cultural communication
  
8. Which communication model is commonly referred to as the “Hypodermic Needle Model”?
  - (a) Strategic Communication
  - (b) Uses and Gratification Model
  - (c) Hypodermic Needle Model
  - (d) Media Effects
  
9. What is the primary focus of Media Management and Business in mass media communication?
  - (a) The business side of media organizations
  - (b) Analyzing media effects
  - (c) Media’s impact on culture
  - (d) Media ethics and responsibility
  
10. What is the central focus of the study in Media Management and Business within mass media communication?
  - (a) Media and Democracy
  - (b) Uses and Gratification Model
  - (c) Media Ethics
  - (d) Understanding Media Systems

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How does visual communication enhance engagement?

Or

- (b) Discuss the different types of communication mentioned in the content.

12. (a) Compare and contrast Lasswell's Model and Schramm's Circular Model.

Or

- (b) Discuss the significance of Dance's Helical model in understanding the dynamics of communication.

13. (a) Differentiate between paradigmatic and syntagmatic aspects of signs in semiotics.

Or

- (b) How does color psychology and theory play a role in visual communication?

14. (a) Explain the concept of strategic communication and its significance in a global perspective.

Or

- (b) How does cross-cultural communication impact public opinion and policy formulation?

15. (a) Define the Hypodermic Needle Model and the Uses and Gratification Model in mass media communication.

Or

- (b) Explain the key theories of mass media communication mentioned in the content.

**Part C** (5 × 8 = 40)

Answer **all** questions.

16. (a) How does visual communication enhance engagement? Discuss the key elements that contribute to engaging visual communication.

Or

- (b) Describe how visual communication can convey emotions effectively. Give examples of visual elements that are used to convey emotions.

17. (a) Explain the SMCR Model in visual communication.

Or

- (b) Discuss Dance's Helical model and its application in visual communication.

18. (a) Differentiate between paradigmatic and syntagmatic aspects of signs in semiotics.

Or

- (b) Explain the principles of visual perception and their relevance in visual communication.

19. (a) Discuss the major communication theories and their impact on understanding public opinion. Provide examples to support your discussion.

Or

- (b) Explain the importance of media ethics in communication. How do ethical considerations impact public opinion?
20. (a) Compare and contrast the hypodermic needle model and the uses and gratification model in mass media communication.

Or

- (b) Discuss the role of media in advertising and its impact on consumer behavior.
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**C-1235**

**Sub. Code**

**83015**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023**

**First Semester**

**Graphic Design**

**FUNDAMENTALS OF ART**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What aspect of drawing focuses on developing visual perception and capturing the outline of objects?
  - (a) Value and Shading
  - (b) Contour Drawing
  - (c) Subject Variety
  - (d) Consistency
  
2. Which element of observational drawing involves rendering the variations in light and dark on an object's surface?
  - (a) Value and Shading
  - (b) Develop Visual Perception
  - (c) Subject Variety
  - (d) Contour Drawing

3. What does 'Foreshortening' in perspective drawing refer to?
  - (a) Drawing objects at a 90-degree angle
  - (b) Drawing objects at a 45-degree angle
  - (c) Representing objects in three dimensional on a two dimensional surface
  - (d) Making objects appear shorter than they are
4. Which aspect of perspective drawing emphasizes the correct size and proportions of objects in relation to their surroundings?
  - (a) Understanding Perspective Systems
  - (b) Creating Depth
  - (c) Converging Lines
  - (d) Proportional Accuracy
5. What is the primary purpose of using stick figures in figure drawing?
  - (a) To simplify complex body parts into basic shapes
  - (b) To create detailed and realistic figures
  - (c) To add texture and shading to the drawings
  - (d) To achieve perfect balance in the composition
6. Which element of human anatomy study focuses on the relative proportions of different parts of the body?
  - (a) Simplifying body parts into 2D shapes
  - (b) Line of Action
  - (c) Proportion and Gesture
  - (d) Constructing the front view using basic shapes

7. What does the “Color Wheel” help artists understand?
  - (a) How to mix colors digitally
  - (b) The properties of colors
  - (c) The psychology of colors
  - (d) The application of textures
8. What aspect of color theory deals with the concept of warm and cool colors?
  - (a) Color Mixing
  - (b) Color Temperature
  - (c) Digital Color Theory
  - (d) Practical Application
9. Which design principle involves the concept of creating balance and harmony using the Golden Ratio?
  - (a) Conceptual Depth
  - (b) Perspective
  - (c) Understanding Scale and Proportion
  - (d) Golden Ratio
10. How does texture and coloring relate to environmental design?
  - (a) They are irrelevant in environmental design
  - (b) They are used to create chaos in design
  - (c) They are applied to create visual interest and depth in designs
  - (d) They are used to monochromatic



**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Explain the importance of developing visual perception in observational drawing.

Or

- (b) Discuss the significance of value and shading in observational drawing.

12. (a) What are the fundamental elements that contribute to creating a sense of depth in perspective drawing?

Or

- (b) Explain the importance of proportional accuracy in perspective drawing.

13. (a) What are the essential elements that artists need to consider when drawing the human figure?

Or

- (b) Explain the concept of simplifying body parts into 2D shapes.

14. (a) Explore the color wheel and its significance in color theory.

Or

- (b) How does color psychology influence an artist's choice of colors in a composition?

15. (a) Define and explain the concept of the Golden Ratio in environmental design.

Or

- (b) Explain the role of texture and coloring in relation to the relevant subject in environmental design.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) What is the importance of developing visual perception in observational drawing, and how does it contribute to an artist's skill?

Or

- (b) How does subject variety enhance an artist's observational drawing skills? Provide examples of different subjects that can be explored.
17. (a) Explain the concept of foreshortening and its role in achieving proportional accuracy in perspective drawing. Provide practical examples.

Or

- (b) Discuss the importance of converging lines in creating a sense of depth and space in perspective drawing.
18. (a) Describe the significance of quick sketches and live figure studies in improving an artist's understanding of human anatomy.

Or

- (b) What are the basics of figure drawing, and why are they essential for artists? Discuss the relationship between proportion and gesture in figure drawing.
19. (a) Explain the importance of understanding the color wheel in art. How does knowledge of color mixing contribute to an artist's work?

Or

- (b) How does color temperature impact the mood and perception of an artwork?

20. (a) Discuss the importance of understanding scale and proportion in environmental design.

Or

- (b) How can texture and coloring be applied to enhance the relevance and atmosphere of an environment in design?
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