

**C-1636**

**Sub. Code**

**83042**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Fourth Semester**

**Graphic Design**

**PACKAGING DESIGN**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is packaging?
2. Define labeling.
3. What is planning?
4. Brief on workflow.
5. What is 3D design?
6. What is UPC code?
7. Brief on field testing.
8. Define prototyping.
9. What is packaging line?
10. What is hot foil stamping?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the types of packaging materials?

Or

- (b) Explain the evolution of packaging materials.

12. (a) Describe the important principles of package design.

Or

- (b) Explain the requirements of package manufacturing.

13. (a) Write an essay on storyboarding.

Or

- (b) Explain information design.

14. (a) Write an essay on the environmental impact of packaging.

Or

- (b) Describe Permeability and shelf life.

15. (a) Explain Varnishing.

Or

- (b) Discuss Die- cutting.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Trace out the history of packaging.

Or

(b) Describe marketing and brand identity using packaging.

17. (a) Explain the characteristics of packaging.

Or

(b) Discuss packaging line.

18. (a) What is the difference between packaging and labeling?

Or

(b) Discuss the selection methods of packaging materials.

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**C-1637**

**Sub. Code**

**83043**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Fourth Semester**

**Graphic Design**

**EDITORIAL DESIGN**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What makes a good editorial design?
2. Why is editorial design important?
3. Define grid.
4. What are the basics of layout?
5. What is white space rule?
6. What are the types of readers?
7. Brief on Platform.
8. Define web typography.
9. Brief on booklet printing.
10. What is bleeding dark?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain colour schemes.

Or

(b) Describe the future of editorial design.

12. (a) Discuss the different stages of design process.

Or

(b) Explain the methods to capture reader's attention.

13. (a) Write an essay on magazine layout.

Or

(b) Explain the role of typography in print media.

14. (a) Write an essay on web layout.

Or

(b) Describe the principles of platform design.

15. (a) Explain Character formatting.

Or

(b) Discuss resolution and compression.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the principles of design.

Or

(b) Describe the important parts of layout.

17. (a) Explain the process of choice of colors for web.

Or

(b) Discuss Booklet printing.

18. (a) What are the important guidelines for layout?

Or

(b) Discuss typographic hierarchy.

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**C-2373**

**Sub. Code**

**83013**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**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. Which of the following is NOT a key aspect of visual communication?
  - (a) Clarity and Comprehension
  - (b) Universal Understanding
  - (c) Problem Solving
  - (d) Verbal and Non-verbal
  
2. What is the primary purpose of enhancing retention in visual communication?
  - (a) To confuse the audience
  - (b) To make the content more complex
  - (c) To create emotional engagement
  - (d) To help the audience remember the message

3. Which communication model focuses on who says what in which channel to whom and with what effect?
  - (a) Lasswell's model
  - (b) Two-step flow theory
  - (c) Schramm's Circular model
  - (d) Whites Gatekeeper theory
  
4. What does the SMCR Model stand for in visual communication?
  - (a) Source, Medium, Code, Recipient
  - (b) Sender, Message, Channel, Receiver
  - (c) Signal, Message, Channel, Response
  - (d) Symbol, Method, Connection, Reaction
  
5. What are the two aspects of signs discussed in semiotics?
  - (a) Paradigmatic and Syntagmatic
  - (b) Semantic and Pragmatic
  - (c) Abstract and Concrete
  - (d) Denotations and Connotations
  
6. Which stage of the design process involves developing ideas and concepts for visual communication?
  - (a) Design execution and presentation
  - (b) Research
  - (c) Lateral Thinking
  - (d) Ideation and Creative Thinking



7. What is the primary focus of understanding Public Opinion Formation?
- (a) Identifying barriers in communication
  - (b) Analyzing historical communication
  - (c) Studying the effects of public speaking
  - (d) Understanding the role of media in shaping opinions
8. What is a key component of Public Opinion Formation?
- (a) Strategic Communication
  - (b) Media Ethics
  - (c) Media Effects
  - (d) Cross-cultural communication
9. Which communication model suggests that media directly injects messages into the minds of passive audiences?
- (a) Uses and Gratifications model
  - (b) Hypodermic needle model
  - (c) Two-step flow theory
  - (d) Schramm's Circular Model
10. What is a primary focus of Media and Democracy in mass media communication?
- (a) Media management and business
  - (b) Media effects
  - (c) Media and Advertising
  - (d) Hypodermic Needle model

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of clarity and comprehension in visual communication.

Or

- (b) Describe the concept of universal understanding in visual communication.

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

Or

- (b) What are the levels of communication mentioned in the content?

13. (a) Define semiotics and explain its relevance in visual communication.

Or

- (b) Describe the design process in visual communication.

14. (a) Discuss the factors that contribute to the formation of public opinion.

Or

- (b) What are the ethical considerations in media communication?

15. (a) Discuss the role of mass media in shaping democracy and culture.

Or

- (b) What is the significance of media management and business in the context of mass media communication?

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the importance of clarity and comprehension in visual communication.

Or

- (b) Discuss the role of universal understanding in visual communication.
17. (a) Compare and contrast Lasswell's Model and Schramm's Circular Model in the context of visual communication.

Or

- (b) Describe the Two-step flow theory and its significance in visual communication.
18. (a) Define semiotics and explain their role in visual communication. Discuss the denotations and connotations of signs and symbols.

Or

- (b) How does semiotics apply to language and visual communication? Give examples of how signs and symbols are used in narrative representation.
19. (a) Describe the process of public opinion formation. How does communication play a crucial role in shaping public opinion?

Or

- (b) Explore the concept of strategic communication and its significance in influencing public opinion.

20. (a) Define mass media systems and their role in society. How do they influence public perceptions and opinions?

Or

- (b) How does mass media intersect with democracy? Explain the relationship between media and democracy, highlighting both positive and negative aspects.
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**C-2374**

**Sub. Code**

**83015**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**First Semester**

**Graphic Design**

**FUNDAMENTALS OF ART**

**(2023 Onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. In observational drawing, what does 'consistency' refer to?
  - (a) Using a variety of subjects
  - (b) Maintaining a consistent line weight
  - (c) Achieving perfect symmetry
  - (d) Blending colors seamlessly
  
2. When practicing observational drawing, what is important to vary to enhance skills?
  - (a) Subject Variety
  - (b) Value and Shading
  - (c) Contour Drawing
  - (d) Consistency

3. What is a fundamental concept in perspective drawing that involves objects appearing smaller as they recede into the distance?
  - (a) Overlapping and Placement
  - (b) Proportional Accuracy
  - (c) Understanding Perspective Systems
  - (d) Foreshortening
  
4. Which element of perspective drawing deals with the illusion of depth by placing objects in front of others?
  - (a) Overlapping and Placement
  - (b) Proportional Accuracy
  - (c) Converging Lines
  - (d) Creating Depth
  
5. What technique in figure drawing involves representing the human form using cylindrical forms in both front and side views?
  - (a) Quick sketches
  - (b) Foreshortening
  - (c) Overlapping
  - (d) Cylindrical forms
  
6. Which aspect of figure drawing involves studying and sketching live figures to capture their anatomy and poses?
  - (a) Head Study
  - (b) Quick sketches
  - (c) Study from live figure
  - (d) Hand and Feet study

7. In color theory, what is the term for the visual effect when two complementary colors are placed next to each other?
- (a) Color Temperature
  - (b) Color Mixing
  - (c) Color Harmony
  - (d) Color Psychology
8. How does color theory relate to “Color Psychology”?
- (a) It explores the emotional impact of colors
  - (b) It focuses on the physical properties of colors
  - (c) It studies the interaction of colors in a wheel
  - (d) It deals with mixing colors in art
9. What does “Understanding scale and proportion” in environmental design refer to?
- (a) Creating depth in designs
  - (b) Applying textures and coloring
  - (c) Achieving balance and harmony
  - (d) Ensuring the right ratios of elements in a composition
10. In environmental design, what is the significance of studying different materials and their applications?
- (a) To make informed decisions when selecting materials for a project
  - (b) To learn about the history of materials
  - (c) To understand the chemical composition of materials
  - (d) To choose the most expensive materials

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the key principles and techniques involved in contour drawing.

Or

- (b) How does subject variety play a role in improving observational drawing skills?

12. (a) Define and explain the concept of perspective in drawing.

Or

- (b) Discuss the role of overlapping and placement in perspective drawing.

13. (a) Describe the basics of figure drawing in human anatomy study.

Or

- (b) How does foreshortening impact the representation of the human figure in different poses?

14. (a) Explain the concept of color harmonies in relation to color theory.

Or

- (b) How can artists use warm and cool colors to convey different moods or emotions in their artwork?

15. (a) Describe the importance of understanding scale and proportion in environmental design.

Or

- (b) Discuss the significance of studying different environments in the context of environmental design.



**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the role of value and shading in observational drawing. How can an artist achieve consistency in their shading techniques?

Or

- (b) Explain the concept of contour drawing and its significance in the world of art. Provide examples.

17. (a) Describe the fundamental principles of understanding perspective systems in drawing.

Or

- (b) How does overlapping and placement contribute to the illusion of depth in perspective drawing?

18. (a) Explain how an artist can simplify human body parts into 2D shapes for drawing. Provide examples of this technique.

Or

- (b) Discuss the concept of constructing the front view of the human figure using basic shapes and stick figures.

19. (a) Discuss the properties of color and how they influence artistic choices.

Or

- (b) Describe the role of color psychology in art. How can artists use color to convey specific emotions or messages in their work?

20. (a) Explain the concept of the Golden Ratio in Environmental design and its application. Provide examples of how it can enhance the aesthetics of a space.

Or

- (b) Describe the role of materials in Environmental design and their applications.
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**C-2375**

**Sub. Code**

**83023**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Second Semester**

**Graphic Design**

**DESIGN STUDY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. How does an experimental approach contribute to the design process?
  - (a) By limiting creative freedom and imposing constraints
  - (b) By discouraging innovation and encouraging conformity
  - (c) By fostering creativity, exploration, and discovery
  - (d) By prioritizing predictability and avoiding risks
  
2. In design, what is the primary purpose of experimentation?
  - (a) To conform to established design standards
  - (b) To achieve immediate success and recognition
  - (c) To explore new possibilities and push boundaries
  - (d) To avoid taking risks and maintain predictability

3. What are the elements of design?
  - (a) Colors, shapes and textures
  - (b) Fonts, margins and spacing
  - (c) Budget, timeline and resources
  - (d) Client preferences, industry standards and personal opinions
4. Which principle of design emphasizes the arrangement and organization of visual elements?
  - (a) Proximity                      (b) Alignment
  - (c) Harmony                        (d) Consistency
5. What is the process of adjusting colors in digital artworks to achieve desired effects or moods?
  - (a) Color Mixing
  - (b) Color Temperature
  - (c) Digital Color Theory
  - (d) Practical Application
6. Colors with a higher temperature are often associated with which of the following?
  - (a) Coolness and calmness
  - (b) Warmth and energy
  - (c) Serenity and peace
  - (d) Neutrality and stability

7. Which design principle involves organizing text and other design elements within a framework of horizontal and vertical lines to create visual order and hierarchy?
- (a) Optical alignment
  - (b) Modular design
  - (c) Expressive typography
  - (d) Grid systems
8. Which part of a letterform refers to the stroke that extends from the base of a letter, as in the letter “J”?
- (a) Ascender
  - (b) Descender
  - (c) Stem
  - (d) Serif
9. What is the primary function of margins in a layout?
- (a) To maximize space usage
  - (b) To frame and organize content
  - (c) To obscure visual elements
  - (d) To add decorative elements
10. Which part of a page layout is responsible for guiding readers through content?
- (a) Header
  - (b) Footer
  - (c) Body text
  - (d) Navigation bar

**Section B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explore the principles of user-centered design (UCD) and their significance in creating successful products and experiences.

Or

- (b) Discuss the ethical responsibilities of designers in creating products and experiences for diverse audiences.

12. (a) Examine the fundamental principles of creativity and their application in design practice.

Or

- (b) Evaluate the significance of creativity in design and its impact on individual, social, and cultural levels.

13. (a) Explain colour theory in detail.

Or

- (b) Explain colour mixing and its applications on design.

14. (a) Explore the concept of expressive typography and its role in communicating emotion, tone and personality through typographic design.

Or

- (b) Analyze the anatomy of a typeface in detail, including the various parts of a letterform and their functions.

15. (a) Explore strategies for capturing readers' attention through effective layout design.

Or

- (b) Outline the stages of the design process, from research and ideation to execution and evaluation.

**Section C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the design thinking process and its stages, including empathize, define, ideate, prototype and test.

Or

- (b) Explore the role of culture in shaping design aesthetics, preferences and practices.
17. (a) Discuss strategies for developing and nurturing creativity in design practice.

Or

- (b) Discuss the role of imagination, originality, and experimentation in fostering creativity and explain how creativity drives innovation and problem-solving in design.
18. (a) Explain the colour psychology and its impacts.

Or

- (b) Explain in detail about colour theory.
19. (a) Discuss the concept of type families and how they offer a cohesive range of fonts with variations in weight, width and style.

Or

- (b) Discuss strategies for selecting appropriate fonts based on the requirements of a design project, including considerations of readability, brand identity and target audience.
20. (a) Discuss the importance of grid consistency in achieving cohesive and professional layout designs.

Or

- (b) Investigate the role of grids in responsive web design and adaptive layouts. Discuss how grid systems facilitate fluidity and flexibility in design layouts across various devices and screen sizes.



**C-2376**

**Sub. Code**

**83025**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**Second Semester**

**Graphic Design**

**HISTORY OF ART**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the name of the prehistoric cave located in Spain famous for its rock paintings?
  - (a) Chauvet-Pont-d'Arc Cave
  - (b) The Cave of Altamira
  - (c) Lascaux, Southwestern France
  - (d) Mesopotamia
  
2. Which ancient civilization developed in the fertile lands between the Tigris and Euphrates rivers?
  - (a) Valley civilization (Harappa, Mohenjo Daro)
  - (b) Mesopotamia
  - (c) Paleolithic Age
  - (d) Neolithic Age

3. Which ancient civilizations heavily influenced medieval art, particularly in terms of architectural styles and artistic motifs?
- (a) Egyptian and Mesopotamian
  - (b) Chinese and Indian
  - (c) Greek and Roman
  - (d) Mayan and Aztec
4. Which artistic style emerged in the 18<sup>th</sup> century and is characterized by ornate decoration, pastel colors, and an emphasis on frivolity and elegance?
- (a) Gothic
  - (b) Renaissance
  - (c) Baroque
  - (d) Rococo
5. Which artistic technique involves the use of specially prepared paper or silk and a brush dipped in ink to create elegant writing or decorative designs?
- (a) Hand Scroll
  - (b) Bronze Art
  - (c) Calligraphy
  - (d) Mandala
6. What is the traditional Japanese term for a hand-held fan, often elaborately decorated with paintings or calligraphy?
- (a) Mandala
  - (b) Byobu
  - (c) Ukiyo-e
  - (d) Sensu
7. Which Indian art form is characterized by its intricate brushwork, use of gold leaf, and depiction of Buddhist and Hindu themes?
- (a) Mughal miniature
  - (b) Company painting
  - (c) Kangra painting
  - (d) Ajanta Cave paintings

8. Which Indian art form is known for its depiction of mythological stories and is often found in Jam manuscripts?
- (a) Warli painting
  - (b) Pala Manuscript painting
  - (c) Rajasthani miniature
  - (d) Madhubani painting
9. Which art movement, prominent in the 1950s and 1960s, draws inspiration from popular culture and mass media, often featuring images of consumer products and celebrities?
- (a) Dadaism
  - (b) Pop Art
  - (c) Cubism
  - (d) Expressionism
10. Which art movement is characterized by its emphasis on emotion, imagination, and nature, often featuring dramatic landscapes and historical scenes?
- (a) Romanticism
  - (b) Impressionism
  - (c) Cubism
  - (d) Expressionism

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Compare and contrast the characteristics of the Paleolithic, Mesolithic, and Neolithic Ages in terms of technology, social organization, and lifestyle.

Or

- (b) Discuss the significance of the Cave of Lascaux in Southwestern France in the context of prehistoric art.

12. (a) Discuss the role of religious themes in medieval art, focusing on the significance of Christian iconography and symbolism.

Or

- (b) Compare and contrast the artistic techniques of Hieratic Scale and Mental Perspective in medieval art.
13. (a) Compare and contrast the artistic techniques and cultural significance of Chinese hand scrolls and Japanese hanging scrolls.

Or

- (b) Discuss the evolution of pottery in China and Japan, tracing its development from functional vessels to highly decorative and artistic objects.
14. (a) Evaluate the significance of Manuscript Painting in the Pala and Jain traditions.

Or

- (b) Explain the iconography commonly found in Mughal miniature paintings.
15. (a) Discuss the influence of nature on Romantic artists and their works.

Or

- (b) Analyze the impact of Impressionism on later art movements.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Analyze the factors that led to the development of early civilizations in the valleys of the Indus River (Harappa, Mohenjo Daro)

Or

- (b) Evaluate the role of agriculture in the transition from the Paleolithic Age to the Neolithic Age.
17. (a) Analyze the characteristics of Gothic architecture and its significance in the development of medieval art.

Or

- (b) Evaluate the impact of the Renaissance on medieval art, particularly in terms of the revival of classical Greek and Roman influences.
18. (a) Analyze the importance of bronze art in ancient China and its impact on later artistic traditions.

Or

- (b) Explore the role of calligraphy in East Asian art, focusing on its status as a revered art form and means of self-expression.
19. (a) Assess the stylistic differences between Madhubani paintings from Bihar and Kangra paintings from Himachal Pradesh.

Or

- (b) Investigate the socio-cultural influences on the themes depicted in Rajasthani miniature paintings.

20. (a) Discuss the emotional and psychological themes explored by Expressionist artists.

Or

- (b) Explore the different phases of Cubism and their key characteristics.
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