

C-6105

Sub. Code

83013

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

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. The primary goal of visual communication is _____.
 - (a) To entertain the audience
 - (b) To enhance clarity and communication
 - (c) To replace verbal comprehension entirely
 - (d) To reduce engagement

2. _____ is a common barrier to effective communication.
 - (a) Lack of clarity in the message
 - (b) Using visual aids
 - (c) Engaging storytelling
 - (d) Universal understanding of visuals

3. What does the “S” in the SMCR model of communication stand for?
 - (a) Semantic
 - (b) Signal
 - (c) System
 - (d) Source

4. According to Schramm's Circular Model, communication is
- (a) A one-way process from sender to receiver
 - (b) Focused solely on technical aspects of the message
 - (c) A circular process involving feedback
 - (d) Limited to verbal communication only
5. The study of signs and symbols, including their use and interpretation, called as _____
- (a) Semantics
 - (b) Syntax
 - (c) Pragmatics
 - (d) Semiotics
6. _____ principle of visual perception is influenced by the way colors interact with each other.
- (a) Narrative representation
 - (b) Colour psychology and theory
 - (c) Visual thinking
 - (d) Associative techniques
7. A key factor in the formation of public opinion is _____
- (a) Personal biases
 - (b) Social interaction and media influence
 - (c) Government policies only
 - (d) Random individual preferences
8. _____ communication theory emphasizes the role of media in shaping public highlighting certain issues.
- (a) Agenda-Setting Theory
 - (b) Social Learning Theory
 - (c) Uses and Gratifications Theory
 - (d) Cultivation Theory

9. A primary function of media in advertising is _____
- (a) To entertain without influencing consumer choices
 - (b) To discourage consumerism
 - (c) To eliminate competition in the marketplace
 - (d) To create brand awareness and influence purchasing decisions
10. How does media contribute to democracy?
- (a) By censoring opposing viewpoints,
 - (b) By providing information to citizens
 - (c) By focusing solely on entertainment
 - (d) By avoiding coverage of political events

Part B

(5 × 5 = 25)

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

11. (a) Discuss the concept of universal understanding in visual communication.
- Or
- (b) Identify and explain common barriers to communication.
12. (a) Explain the SMCR model of communication.
- Or
- (b) Discuss the three levels of communication such as technical, semantic, and pragmatic.
13. (a) Explain the key aspects of semiotics with examples.
- Or
- (b) How can messages be designed effectively for different audiences?
14. (a) Outline the process of public opinion formation.
- Or
- (b) Analyze the global perspective of communication.

15. (a) Summarize the key characteristics of media systems.

Or

- (b) Analyze the role of media in a democratic society.

Part C

(5 × 8 = 40)

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

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

Or

- (b) Summarize the role of visual communication in problem-solving.

17. (a) Discuss the Two-step flow theory of communication.

Or

- (b) Compare and contrast the Laswell's Model and Schramm's Circular Model of communication.

18. (a) Outline the steps involved in the design process, from research and ideation to execution and presentation.

Or

- (b) Explain lateral thinking and its importance in ideation and creative problem-solving.

19. (a) Discuss the relationship between public opinion and policymaking.

Or

- (b) Explain the importance of cross-cultural communication in a globalized world.

20. (a) Summarize the Hypodermic Needle Model of mass media communication.

Or

- (b) Discuss the influence of mass media on social change and public awareness campaigns.

C-6106

Sub. Code

83015

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Graphic Design

FUNDAMENTALS OF ART

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary purpose of observational drawing is _____
 - (a) To draw from imagination
 - (b) To replicate images from memory
 - (c) To develop the ability to see and accurately represent objects as they appear in real life
 - (d) To experiment with abstract patterns
2. What does blind contour draw primarily train?
 - (a) Fine motor skills
 - (b) Imagination and creativity
 - (c) Eye-hand coordination and attention to detail
 - (d) Speed and efficiency in sketching

3. The purpose of perspective systems in drawing is _____
- (a) To depict objects and spaces realistically by simulating depth and distance
 - (b) To create abstract compositions
 - (c) To eliminate the need for proportional accuracy
 - (d) To simplify the drawing process by ignoring vanishing points.
4. _____ are converging lines in perspective drawing.
- (a) Lines that never meet
 - (b) Lines that meet at a vanishing point to create the illusion of depth
 - (c) Lines that remain the horizontal throughout the drawing
 - (d) Lines used only for shading purposes
5. When simplifying body parts into 2D shapes, _____ is most used.
- (a) Triangles and pentagons
 - (b) Organic, freeform shapes
 - (c) Detailed anatomical renderings
 - (d) Circles, ovals, rectangles, and triangles
6. When studying relative proportions of the human body, _____ is the average adults figure.
- (a) 5 head lengths
 - (b) 7 head lengths
 - (c) 8 head lengths
 - (d) 10 head lengths

7. The primary colors on the traditional color wheel are _____
- (a) Red, Yellow, Blue
 - (b) Red, Green, Blue
 - (c) Yellow, Green, Purple
 - (d) Orange, Green, Violet
8. What does “color temperature” refer to?
- (a) The brightness of a color
 - (b) The way colors mix to form neutrals
 - (c) The saturation level of a color
 - (d) The perceived warmth or coolness of a color.
9. The primary benefit of using the Golden Ratio in environmental design is _____
- (a) It helps create a perfect square
 - (b) It ensures that designs are symmetrical
 - (c) It creates harmony and balance in visual composition
 - (d) It allows for the use of bold and contrasting colors
10. How does perspective affect environmental design?
- (a) It limits the visual impact of large spaces
 - (b) It is used to represent depth and realism in a space.
 - (c) It focuses solely on color and textures
 - (d) It ensures that all elements are in proportion

Part B

(5 × 5 = 25)

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

11. (a) Discuss the concept of value in shading.

Or

- (b) Analyze the role of subject variety in developing an artist's skill set.

12. (a) Define converging lines in the context of perspective drawing.

Or

- (b) Analyze the concept of foreshortening and its role in perspective drawing.

13. (a) Discuss the process of simplifying complex body parts into basic 2D shapes.

Or

- (b) Outline the technique of foreshortening and its challenges in figure drawing.

14. (a) Explain the structure of the color wheel.

Or

- (b) Discuss the process of color mixing.

15. (a) Summarize the significance of the Golden Ratio in environmental design.

Or

- (b) Recall the importance of texture in environmental design.

Part C

(5 × 8 = 40)

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

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

Or

- (b) Discuss the challenges of maintaining consistency when drawing complex scenes or multiple subjects.

17. (a) Summarize the differences between one-point, two-point, and three-point perspective systems.

Or

- (b) Illustrate and explain how depth can be achieved in a drawing by manipulating size, and atmospheric perspective.

18. (a) Analyze the importance of gesture drawing in figure drawing.

Or

- (b) Compare and contrast the approach to studying male and female figures in anatomy drawing.

19. (a) Explain the concept of color harmonies and the different.

Or

- (b) In digital color theory, explain the RGB and CMYK color models.

20. (a) Explain the role of conceptual depth in environmental design.

Or

(b) How does the integration of nature (e.g., landscaping, natural light) influence environmental design.

C-6109

Sub. Code

83025

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Second Semester

Graphic Design

HISTORY OF ART

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Name the civilization that is associated with the cities of Harappa and Mohenjo Daro,
 - (a) Indus Valley
 - (b) Egyptian
 - (c) Mesopotamian
 - (d) Greek

2. Choose the country where Chauvet-Pont-d'Arc Cave is found.
 - (a) Italy
 - (b) Spain
 - (c) Germany
 - (d) France

3. The Renaissance art period is known for the revival of culture,
 - (a) Greek and Roman
 - (b) Egyptian and Mesopotamian
 - (c) Chinese and Japanese
 - (d) Indian and Persian

4. Pick the art movement followed the Baroque period,
(a) Romanticism (b) Budget
(c) Neoclassicism (d) Rococo
5. The art of Byobu refers to,
(a) Folding screens (b) Painting
(c) Bronze sculpture (d) Pottery
6. What is Ukiyo-e?
(a) Bronze sculpture (b) Pottery
(c) Calligraphy (d) Woodblock printing
7. Ajanta and Ellora are famous for their:
(a) Manuscripts (b) Miniatures
(c) Cave paintings (d) Sculptures
8. Warli painting is a traditional art form in the Indian state,
(a) Rajasthan (b) Himachal Pradesh
(c) Maharashtra (d) Bihar
9. Pick the movement that is characterized by dream-like, fantastical imagery.
(a) Surrealism (b) Pop Art
(c) Cubism (d) Expressionism
10. Optical art (Op Art) is known for creating:
(a) Illusions of movement
(b) Religious themes
(c) Realistic portraits
(d) Abstract sculptures

Part B

(5 × 5 = 25)

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

11. (a) Write on the key features of the art found in the Valley Civilization.

Or

- (b) Explain the cultural and technological advancements during the Neolithic Age.

12. (a) Elaborate the significance of manuscript illumination in medieval art.

Or

- (b) Discuss the characteristics of Baroque art.

13. (a) Discuss the characteristics of a Mandala in Eastern art.

Or

- (b) Discuss the role of calligraphy in Chinese and Japanese cultures.

14. (a) Brief the key elements of Warli painting.

Or

- (b) Discuss the characteristics of Madhubani painting.

15. (a) Detail the significance of Pop Art in the context of contemporary art.

Or

- (b) Discuss the themes and techniques used in Surrealism.

Part C

(5 × 8 = 40)

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

16. (a) Evaluate the importance of ancient Egyptian art and its influence on later cultures.

Or

- (b) Discuss the contributions of Mesopotamia to early human civilization.

17. (a) Evaluate the methods and importance of art preservation and conservation during the medieval period.

Or

- (b) Discuss the evolution of art from Classicism to Neoclassicism.

18. (a) Evaluate the importance of bronze art in the history of Eastern art.

Or

- (b) Discuss the influence of Chinese and Japanese art on Western art movements.

19. (a) Evaluate the role of manuscript painting in the preservation of Indian cultural heritage.

Or

- (b) Discuss the historical and cultural importance of Ajanta and Ellora cave paintings.

20. (a) Evaluate the impact of contemporary art movements on the art and design industry today.

Or

- (b) Discuss the evolution of Abstract art and its various forms, including Dadaism and Surrealism.

C-6110

Sub. Code

83033

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Graphic Design

VISUALIZATION TECHNIQUES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary purpose of visualization in data representation is _____
 - (a) To simplify complex data into a visual format
 - (b) To replace written reports entirely
 - (c) To eliminate subjective analysis
 - (d) To ensure all data is numeric

2. _____ is NOT a principle of visualization.
 - (a) Simplicity
 - (b) Clarity
 - (c) Irregularity
 - (d) Relevance

3. _____ technique is commonly used for group brainstorming?
- (a) Role-playing
 - (b) Mind mapping
 - (c) Empathy mapping
 - (d) Journey mapping
4. The purpose of morphological analysis is _____.
- (a) To break down problems into components
 - (b) To track customer journeys
 - (c) To communicate visual languages
 - (d) To develop empathy for the audience
5. The journey mapping primarily used for _____.
- (a) Creating roadmaps for projects
 - (b) Understanding user experiences
 - (c) Designing visual prompts
 - (d) Generating random ideas
6. _____ techniques involves connecting unrelated concepts.
- (a) Journey mapping
 - (b) Role-playing
 - (c) Mind mapping
 - (d) Forced relationships

7. The type of visualization emphasizes structural form over raw data _____.
- (a) Artistic data visualization
 - (b) Pie charts
 - (c) Bar graphs
 - (d) Spreadsheets
8. The principle helps focus on the most critical areas of a visualization is _____
- (a) Randomization (b) Proportion
 - (c) Emphasis (d) Elimination
9. The purpose of forced relationships in visual thinking is _____.
- (a) To create conflict between design elements
 - (b) To connect unrelated ideas for innovation
 - (c) To prioritize the most logical ideas
 - (d) To simplify communication
10. _____ involves thinking backward from the solution to the problem.
- (a) Daydreaming
 - (b) Brain writing
 - (c) Reverse thinking
 - (d) Attribute listing

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of visual perception in creating effective visualizations.

Or

- (b) Discuss the key principles of visualization with examples.

12. (a) Outline the role of storyboarding in visual communication and provide an example of its application.

Or

- (b) How does role-play enhance understanding and visualization in group brainstorming?

13. (a) Discuss the importance of forced relationships in concept innovation and idea generation.

Or

- (b) Compare and contrast journey mapping and empathy mapping as tools for visualization.

14. (a) Summarize the role of patterns in improving data visualization and provide an example.

Or

- (b) Describe how structural forms differ from traditional data visualization methods.

15. (a) How does daydreaming stimulate creativity in the visualization process?

Or

- (b) What is forced relationships, and how does it contribute to creative problem-solving?

Part C

(5 × 8 = 40)

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

16. (a) Explain the principles of visualization in detail and analyze their importance in simplifying complex data.

Or

- (b) Analyze the significance of understanding the target audience and their needs when designing data visualizations.

17. (a) Summarize the process of storyboarding as a visual tool and discuss its role in planning and communication.

Or

- (b) Discuss the role of visual prompts and mapping techniques in managing and improving communication in a project.

18. (a) Outline the process of journey mapping and its significance in understanding user experiences and touchpoints.

Or

- (b) Explain empathy mapping in detail, highlighting its role in identifying user needs, emotions, and behaviours.

19. (a) Analyze the differences between traditional and artistic data visualization methods.

Or

- (b) Explain the process of creating an artistic data visualization from a dataset, emphasizing the integration of creativity and functionality.
20. (a) Summarize the concept of forced relationships and its role in visual thinking for creative problem-solving.

Or

- (b) Explain attribute listing as a method for breaking down and analysing an object or concept. Discuss its application in visualization.
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C-6111

Sub. Code

83034

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Graphic Design

INTERACTION DESIGN

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ principle of Gestalt focuses on elements that are close to one another being perceived as a group.
 - (a) Similarity
 - (b) Closure
 - (c) Proximity
 - (d) Continuity

2. The primary focus of User Experience (UX) is _____.
 - (a) Aesthetic appearance of the interface
 - (b) Functionality of backend systems
 - (c) Data security and privacy
 - (d) User satisfaction and ease of use

3. _____ principle ensures that a design can recover from errors.
 - (a) Simplicity
 - (b) Visibility
 - (c) Tolerance
 - (d) Feedback

4. Static areas in a layout are:
- (a) Areas that remain consistent across pages
 - (b) Sections of the page that change dynamically
 - (c) Components updated through APIs
 - (d) Elements not part of the design process
5. _____ type of color model is most used in web design.
- (a) CMYK
 - (b) RGB
 - (c) HSL
 - (d) Pantone
6. The purpose of a wireframe in web design is _____
- (a) To showcase high-quality visuals
 - (b) To define the layout and structure of the page
 - (c) To develop the backend functionality
 - (d) To finalize font choices
7. _____ HTML tag is used to create a hyperlink.
- (a) <link>
 - (b) <href>
 - (c) <a>
 - (d) <nav>
8. The main purpose of using CSS in web design is _____
- (a) To create a website's content
 - (b) To add functionality to the website
 - (c) To style and format the website's layout and design
 - (d) To create server-side scripts
9. The purpose of a domain name is _____
- (a) To store website data
 - (b) To optimize web performance
 - (c) To create website animations
 - (d) To identify the IP address of a website

10. What does a hosting provider do?
- (a) Stores and serves website files to users
 - (b) Designs the website layout
 - (c) Registers domain names
 - (d) Manages website analytics

Part B

(5 × 5 = 25)

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

11. (a) Discuss the differences between User Interface (UI) and User Experience.
- Or
- (b) Explain how user satisfaction is measured in UX design.
12. (a) Describe the concept of false affordance and its impact on user interaction.
- Or
- (b) Differentiate between static and dynamic areas in a layout.
13. (a) Summarize the role of wireframes in web design.
- Or
- (b) Describe the steps involved in creating a site map and its significance in web development.
14. (a) Outline the structure of an HTML document with examples of common tags.
- Or
- (b) Compare between inline, internal, and external CSS? Provide examples.
15. (a) Discuss the steps involved in registering a domain name and publishing a website.
- Or
- (b) Explain the concept of lazy loading and its benefits in web optimization.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the historical development of Interaction Design and its impact on modern-day digital experiences.

Or

- (b) Describe the contributions of pioneers like Donald Norman and Alan Cooper to the field of Interaction Design.

17. (a) Summarize the six common principles of UI design with practical examples of their implementation.

Or

- (b) Analyze the importance of navigation principles in web and app design.

18. (a) Discuss the role of file formats (e.g., GIF, JPEG, PNG) in web design and their specific use cases.

Or

- (b) Outline the steps involved in creating a wireframe and its role in the web design process.

19. (a) Describe the process of creating a fully functional form using HTML and CSS

Or

- (b) Explain the role of the <div> tag and CSS classes in structuring web pages.

20. (a) Analyze how HTTP requests and responses work, including the significance of status codes.

Or

- (b) Explain the different types of web hosting services and their suitability for various website needs.

C-6112

Sub. Code

83036

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Graphic Design

COMMUNITY DESIGN PRACTICE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which communication model suggests that communication is a one-way process from sender to receiver?
 - (a) Shannon-Weaver Model
 - (b) Interactive Model
 - (c) Transactional Model
 - (d) Circular Model

2. Semiotics is primarily concerned with:
 - (a) The technical aspects of design
 - (b) The study of signs and symbols and their interpretation
 - (c) The application of graphic design tools
 - (d) The history of mass communication

3. Which legendary practitioner is considered a pioneer in the field of illustration?
 - (a) Leonardo da Vinci
 - (b) Vincent van Gogh
 - (c) Norman Rockwell
 - (d) Michelangelo

4. Which of the following is a widely recognized illustration style?
 - (a) Surrealism
 - (b) Abstract Expressionism
 - (c) Baroque
 - (d) Line art

5. Which of the following is NOT a common application of photography?
 - (a) Journalism
 - (b) Advertising
 - (c) Legal documentation
 - (d) Interactive coding

6. How does photography contribute to UI and web design?
 - (a) By reducing the need for written content
 - (b) By adding visual appeal and supporting user engagement
 - (c) By eliminating the need for illustrations
 - (d) By improving the backend coding efficiency

7. Which of the following is an example of a typography style?
- (a) Sans-serif
 - (b) Abstract art
 - (c) Minimalism
 - (d) Impressionism
8. Which of the following is NOT a common application of typography?
- (a) Branding and logo design
 - (b) Book and editorial design
 - (c) Data visualization in spreadsheets
 - (d) User interfaces and web design
9. Which of the following is a common ethical principle in mass communication?
- (a) Prioritizing political propaganda
 - (b) Upholding truth and accuracy
 - (c) Encouraging plagiarism
 - (d) Supporting biased reporting
10. The Central Board of Film Certification (CBFC) in India primarily focuses on:
- (a) Promoting independent films B.C.D.
 - (b) Marketing films for international audiences
 - (c) Censoring or certifying films based on age-appropriateness and societal impact
 - (d) Creating subtitles for foreign-language films

Part B

(5 × 5 = 25)

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

11. (a) Discuss the evolution of visual communication and its significance in the modern world.

Or

- (b) Evaluate the Uses and Gratifications Theory in the context of contemporary media consumption patterns.

12. (a) How does illustration differ from other forms of visual communication, such as photography or video?

Or

- (b) Discuss how illustrations are used in storytelling, particularly in children's books and graphic novels.

13. (a) How does photography bridge the gap between reality and artistic expression?

Or

- (b) Evaluate the significance of photography in social media and its influence on modern communication.

14. (a) How does typography contribute to creating a visual identity for brands and organizations?

Or

- (b) Discuss the role of typography in environmental design, such as signage and wayfinding systems.

15. (a) Evaluate the impact of unethical media practices on public trust and the overall credibility of mass media.

Or

- (b) Compare and contrast deontological and consequentialist ethical approaches in the context of mass communication.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the impact of unethical design practices on society and propose measures to prevent them.

Or

- (b) Analyze how semiotics, metaphor, and aesthetics enhance the effectiveness of social communication through design.

17. (a) Discuss the characteristics of different illustration styles, such as realism, minimalism, and surrealism.

Or

- (b) Explore the influence of cultural and historical contexts on illustration styles and techniques.

18. (a) Discuss the role of photography in the development of motion picture technology.

Or

- (b) Discuss how photography enhances user experience in UI and web design through visual storytelling and engagement.

19. (a) Discuss the challenges and opportunities of using typography in interactive media, such as games and mobile applications.

Or

- (b) Explore the role of typography in enhancing user experience in UI and web design.
20. (a) Explain how the Advertising Standards Council of India (ASCI) regulates advertising practices, and why is it essential for maintaining ethical advertising?

Or

- (b) Analyze the role of the Broadcasting Content Complaints Council (BCCC) in regulating television content and protecting viewers from unethical broadcast practices.
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C-6116

Sub. Code

83051

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Graphic Design

INSTRUCTIONAL DESIGNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. In cognitive psychology, what does the term “cognitive load” refer to?
 - (a) The mental effort required to process and store information
 - (b) The physical effort needed to complete a task
 - (c) The duration of a learning session
 - (d) The amount of content presented in a single session

2. Which instructional design model is often summarized by the acronym ADDIE?
 - (a) Analyze, Develop, Design, Implement, Evaluate
 - (b) Analyze, Design Develop, Implement, Evaluate
 - (c) Assess, Decide, Design, Integrate, Enhance
 - (d) Approach, Develop, Deliver, Improve, Evaluate

3. Which phase of the ADDIE model ensures alignment between learning objectives, activities, and assessments?
 - (a) Analysis
 - (b) Development
 - (c) Design
 - (d) Evaluation

4. What type of evaluation focuses on assessing the instructional materials after implementation?
 - (a) Formative evaluation
 - (b) Diagnostic evaluation
 - (c) Performance evaluation
 - (d) Summative evaluation

5. Which instructional strategy focuses on providing learners with real-world challenges to solve?
 - (a) Lecture-based teaching
 - (b) Problem-based learning
 - (c) Rote memorization
 - (d) Repetition and practice

6. Which learning theory emphasizes the importance of interaction with the environment in constructing knowledge?
 - (a) Behaviorism
 - (b) Cognitive Load Theory
 - (c) Social Learning Theory
 - (d) Constructivism

7. Which of these activities demonstrates the "Applying" level of Bloom's Taxonomy?
 - (a) Designing a marketing strategy for a product
 - (b) Explaining the causes of a historical event
 - (c) Solving a math problem using a learned formula
 - (d) Listing the steps of the scientific method

8. Which of the following verbs is an example of the "Creating" level of Bloom's Taxonomy?
- (a) Design (b) Critique
(c) Define (d) Analyze
9. What is the primary purpose of instructional or behavioral objectives?
- (a) To create a detailed course syllabus
(b) To guide teaching methods and evaluate learner performance
(c) To outline the content of a course
(d) To measure the effectiveness of an instructor
10. What is the rim feature of an instructional objective?
- (a) Broad and long- term focus
(b) Vague flexible language
(c) Emphasis on theoretical knowledge
(d) Specific, measurable and short-term focus

Part B

(5 × 5 = 25)

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

11. (a) Discuss the key components of the ADDIE model and how they guide development of effective instructional materials.

Or

- (b) Explain the concept of cognitive load theory and its impact on instructional design.

12. (a) List the key activities involved in the Analysis phase of the ADDIE model.

Or

- (b) Describe how the Development phase differs from the Design phase in terms of objectives and outputs.

13. (a) Identify different types of assessments and their purposes in instructional design.

Or

- (b) Discuss the principles of gamification and how they are applied to engage learners.

14. (a) Apply the principles of Bloom's Taxonomy to create an assessment evaluating critical thinking skills.

Or

- (b) Compare and contrast the "Analyzing" and "Applying" levels of Bloom's Taxonomy, providing examples of each.

15. (a) Recall the difference between long-term goals and short-term instructional objectives, providing examples for each.

Or

- (b) Describe the role of the "Behavior" component in a behavioral objective and give an example of a measurable behavior.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the role of feedback in the learning process. How can instructional design be structured to provide timely and meaningful feedback to learners?

Or

- (b) Reflect on the importance of experiential learning in instructional design. How can real-world applications and simulation enhance learner engagement and knowledge retention?
17. (a) Demonstrate how you would use the ADDIE model to develop a training program for onboarding new employees.

Or

- (b) Analyze the importance of aligning learning objectives with instructional strategies during the Design phase.
18. (a) Assess the impact of using multimedia on learners' retention and comprehension.

Or

- (b) Critically evaluate the role of formative assessment in ensuring continuous learning progress.
19. (a) Critically evaluate the limitations of Bloom's Taxonomy in addressing creative and non-linear problem-solving.

Or

- (b) Construct a learning game that helps students practice tasks at the "Creating" level of Bloom's Taxonomy, ensuring alignment with cognitive engagement principles.

20. (a) Assess the impact of writing short-term and specific behavioral objectives on learners' motivation and engagement in the classroom.

Or

- (b) Compare and contrast instructional objective with learning goals. How do these two differ in terms of specificity and measurement?
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C-6117

Sub. Code

83052

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Graphic Design

PRESENTATION DESIGNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What role do transitions and animations play in presentation design?
 - (a) They should be used frequently to keep the audience entertained
 - (b) They help in transitioning between content smoothly when used sparingly
 - (c) They are the most important feature of the presentation
 - (d) They should distract the audience from the message

2. When designing a presentation layout, which of the following should be prioritized?
 - (a) The amount of text on each slide
 - (b) Use of decorative fonts
 - (c) The visual balance and clarity of the message
 - (d) The number of transitions and animations used

3. Which of the following is an appropriate background choice for a professional presentation?
 - (a) A bright, busy pattern that distracts the audience
 - (b) A background with multiple images
 - (c) A complex graphic background that covers the entire slide
 - (d) A solid, neutral color with minimal design elements

4. Which font style is most commonly recommended for professional presentations?
 - (a) Comic Sans
 - (b) Times New Roman
 - (c) Arial
 - (d) Papyrus

5. What role does visual design play in a presentation?
 - (a) It makes the presentation more colorful
 - (b) It distracts the audience from the content
 - (c) It enhances the clarity of the message and keeps the audience engaged
 - (d) It determines the length of the presentation

6. What does the “planning your content” step involve?
 - (a) Selecting colors and fonts for your slides
 - (b) Organizing information logically and ensuring relevance to the audience
 - (c) Deciding which animations to use
 - (d) Choosing the images to insert into the presentation

7. How can observations be used to assess the effectiveness of a presentation?
 - (a) By measuring the audience's knowledge retention post-presentation
 - (b) By analyzing how engaged the audience is during the presentation
 - (c) By tracking the number of slides used
 - (d) By conducting a follow-up survey

8. Why is it important to use assessment tools after a presentation?
 - (a) To evaluate the presenter's speaking speed
 - (b) To determine if the audience enjoyed the presentation
 - (c) To assess the impact of the presentation on the audience's knowledge, skills, and behavior
 - (d) To decide whether to repeat the presentation

9. Why is the "Relevant" aspect important when setting presentation goals?
 - (a) To assess the impact of the presentation on the audience's knowledge, skills, and behavior
 - (b) It makes the goal applicable only to the presenter, not the audience
 - (c) It allows for flexibility in adjusting the content during the presentation
 - (d) It focuses on achieving personal recognition rather than content delivery

10. What is the benefit of making a presentation goal specific?
- (a) It makes the presentation more flexible and open to interpretation
 - (b) It helps the presenter stay focused on the key objectives
 - (c) It allows for an unstructured approach to the presentation
 - (d) It makes the goal more abstract, leaving room for creativity

Part B

(5 × 5 = 25)

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

11. (a) Recall the primary objective of ensuring visual appeal in a presentation.

Or

- (b) Describe how white space in a presentation layout can contribute to its effectiveness.

12. (a) Recall the common principles for selecting colors in a presentation. Why is color selection critical in design?

Or

- (b) Describe how color choices in a presentation can affect mood and comprehension.

13. (a) Describe how choosing the right tools can influence the effectiveness of a presentation.

Or

- (b) Explain the tool choices based on the audience and purpose of the presentation.

14. (a) Describe the role of motivation in the learning process and how it affects the retention and application of new knowledge.

Or

- (b) Apply the concept of behavior-change in a scenario where you are tasked with training employees on new software.
15. (a) What is the difference between a general goal and a SMART goal in the context of presentation design?

Or

- (b) Apply the SMART framework to a presentation on a technical topic.

Part C

(5 × 8 = 40)

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

16. (a) Apply the concept of visual hierarchy to design a slide that clearly distinguishes between the most important and least important content.

Or

- (b) Evaluate the use of stock photos in a presentation. What are the benefits and potential drawbacks of using generic images.
17. (a) Create a font selection strategy for a presentation aimed at a corporate audience. Explain how the chosen fonts will aid readability and professionalism.

Or

- (b) Evaluate the use of icons in a presentation. How do they contribute to or detract from the message?

18. (a) Create a step-by-step plan for preparing a presentation.

Or

- (b) Analyze the effectiveness of a presentation that uses a mix of multimedia tools
19. (a) Describe how visual design can enhance the clarity of the content and prevent distractions during a presentation. What are the best practices for using images and graphics?

Or

- (b) Describe the process of designing a survey or questionnaire to assess knowledge acquisition from a presentation.
20. (a) Analyze a presentation that failed due to unrealistic goals. What was lacking in the planning stage regarding the SMART framework, and how could it have been improved?

Or

- (b) Create a SMART goal for a presentation intended to teach a new software tool to a corporate audience.
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