

B.Sc. DEGREE EXAMINATION, May 2015

(DIGITAL MEDIA)

(FIRST YEAR)

(PART- III)

130: FOUNDATION STUDIES

Time: Three hours

Maximum: 100 marks

SECTION-A

(8×5=40)

Answer any EIGHT questions

1. Write about different image formats and their pros and cons.
2. What is the difference between mediated and unmediated communication with example.
3. Discuss the role and importance of creativity in design.
4. Differentiate between 2D and 3D graphics.
5. What is the difference between media?
6. Describe the steps involved in the design process.
7. Discuss the factors to be considered while choosing an appropriate font for a graphic design.
8. Discuss the four basic page design categories.
9. Write about typeface classification.
10. Discuss the factors influencing a layout.

SECTION-B

(3×20=60)

Answer any THREE questions

11. Explain the elements of good design in detail.
12. Explain the characteristics of color in detail.
13. Compare and contrast the graphic design systems in traditional media and interactive media.
14. Explain the anatomy of typeface and also discuss the classification of typeface in detail.
15. Discuss the recent developments in software and hardware systems.
