

F-1744

Sub. Code

7BVCA2

U.G. DEGREE EXAMINATION, APRIL 2019

Visual Communication

Allied : PRINCIPLES OF DESIGN

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is visual thinking?
2. Comment on basic shapes.
3. Give any two examples for texture.
4. Differentiate positive and negative space.
5. Write any two principles of design.
6. Comment on proportion.
7. What do you mean by layout?
8. Write the use of rule of third.
9. What is creativity?
10. Comment on perception.

Part B

(5 × 5 = 25)

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

11. (a) Write the role of abstract design in Visual communication.

Or

- (b) Explain the geometrical forms in the illustration.

12. (a) Write the importance of texture for a design with an example.

Or

- (b) Differentiate shape and form.

13. (a) Explain the balance principle with an example.

Or

- (b) Write the importance of harmony in design.

14. (a) Differentiate Visual centre and optical centre with diagram.

Or

- (b) Give any three examples for lay out.

15. (a) Differentiate art and design.

Or

- (b) How do you motivate the viewer to purchase the product with design?

Part C**(3 × 10 = 30)**

Answer any **three** questions.

16. Discuss the role of visual thinking in creating 3D abstract design.
 17. Explain the importance of simplicity in line drawing.
 18. Rhythm in design can motivate the viewer to purchase the product – Discuss.
 19. Explain the Unity in design with examples from book, posters, Advertisements and web page.
 20. Discuss the psychological impact of design using creativity with examples.
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