

F-2759

Sub. Code
7BVCA2

U.G. DEGREE EXAMINATION, NOVEMBER 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. Differentiate 2D and 3D in design.
2. Comment on pattern.
3. Mention the positive and negative space with a drawing.
4. Name any two elements of design.
5. Differentiate formal and informal balance.
6. What is abstract in design?
7. Comment on Golden mean.
8. What is meant by emphasis?
9. Write a note on unity of layout elements.
10. Comment on sensation.

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of visual thinking in design.

Or

- (b) Write the importance of geometrical form in design.

12. (a) Draw any one imitation background using the elements of design.

Or

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

13. (a) Create a layout for amagazine cover (front cover).

Or

- (b) Give any three example for layout with illustrations.

14. (a) How do you motivate the viewer to accept the design using creativity?

Or

- (b) Seeing = Sensing + Selecting + Perceiving - Explain.

15. (a) Create an advertisement for a product used by children.

Or

- (b) Write the importance at colour while creating a design.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write space is not your enemy while creating design - Discuss.
 17. Create an advertisement for a newspaper using the principles of design.
 18. Design a four page layout for amagazine about the activities of the department of visual communication.
 19. Explain any five principles of design with illustrations.
 20. Discuss the ways to create an impact among the viewers using sensation, perception and motivation.
-