

F-5072

Sub. Code

7BVCA2

**U.G. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Visual Communication

Allied – PRINCIPLES OF DESIGN

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

Write a note on

1. Visual Structure
2. Shape
3. Texture
4. Line
5. Harmony
6. Proportion
7. Unity
8. Grid
9. Motivation
10. Perception

Part B

(5 × 5 = 25)

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

11. (a) Virtual Reality can be achieved using 3D design – Explain.

Or

- (b) Explain the role of shape in Communication design.

12. (a) Explain the importance of image in design with an example.

Or

- (b) Geometrical shapes can be used for creating 3D design – Illustrate.

13. (a) Explain the Principle of contrast with an example.

Or

- (b) Leading viewers eye can help to achieve rhythm – Explain.

14. (a) Explain the rule of third for emphasis principle in design.

Or

- (b) How do you achieve formal balance in design?

15. (a) Explain the role of sensation in accepting the design.

Or

- (b) Motivation leads to accept the design psychologically – Explain.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Abstract makes the 3D design simply understandable – Explain.
 17. How do you achieve design by replicating the nature? Give examples.
 18. Explain any three principles of design with examples.
 19. Achieving unity in design is a challenge – Discuss.
 20. Explain the role of creating convincing the viewer's perception in design.
-