

<b>F-6230</b>
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<b>Sub. Code</b>
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<b>7BVCA2</b>
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**U.G. DEGREE EXAMINATION, NOVEMBER 2021**

**Visual Communication**

***Allied* — PRINCIPLES OF DESIGN**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Comment on abstract design.
2. What do you mean by visual thinking?
3. Draw any two elements of design.
4. What is negative space?
5. Name any two principles of design.
6. Differentiate formal and informal balance.
7. What is golden mean?
8. Comment on rule of third.
9. What do you mean by creativity?
10. Write a note on perception.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain visual thinking with an example.

Or

- (b) Role of basic shape in creating an interesting design.

12. (a) Nature has number of designs to impress human mind – Explain.

Or

- (b) Explain the applications of pattern in our daily life.

13. (a) Design an invitation for a function to be held in your institution using the principle of design.

Or

- (b) How do you achieve the movement in design in the still images?

14. (a) Explain the unity of layout elements with an example.

Or

- (b) Explain the visual centre of design with a diagram.

15. (a) Write the importance of creativity to create a successful design.

Or

- (b) Explain the role of perception in design with an example.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the importance of visual thinking in principle of design.
  17. Explain the elements of design with illustration.
  18. Design a page for a newspaper using the principles of design.
  19. White space is not your enemy – Discuss with space and layout principles.
  20. Explain the importance of motivation and creativity in applications of design concepts.
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