

S.No. 8931

16 SCCVC 3

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Part III — Visual Communication — Major

GRAPHIC DESIGN

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Rhythm
2. Emphasis
3. Shape
4. Font
5. Visuality
6. Codes
7. Content analysis
8. Spatial organization
9. Symbols
10. Denotations

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Write short notes on graphic design.

Or

- (b) Define :

- (i) Proportion
- (ii) Dominance

12. (a) What do you mean by typography?

Or

- (b) Define :

- (i) texture
- (ii) value

13. (a) Compare vision and visuality in detail.

Or

- (b) Examine the effects of visual objects.

14. (a) What do you mean by montage?

Or

- (b) Define : composition.

15. (a) Write short notes on Semiotics.

Or

- (b) Define : signs and codes.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Examine the importance of design principles.

17. List and explain about elements of design.

18. Enumerate the importance of multimedia in animation industry.

19. List and explain about the types of layout.

20. Differentiate denotation and connotation in detail.