

S.No. 4036

16 SCCVC 3

(For candidates admitted from 2016–2021 Batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III – Visual Communication – Major

GRAPHIC DESIGN

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Design.
2. Repetition.
3. Fonts.
4. Layout.
5. Visual Methodology.
6. Proportions.
7. Montage.
8. Light and Shades.

9. Symbols.

10. Connotations.

PART B — (5 × 5 = 25)

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

11. (a) List down the design principles and explain any two.

Or

(b) Examine the various approaches to design thinking.

12. (a) Write short note on typography.

Or

(b) What do you mean by texture? Explain its types.

13. (a) Expand and explain : HSL.

Or

(b) What are the benefits of Visualization?

14. (a) How do you design a logo? – Explain.

Or

(b) Define : Layout. Explain its types.

15. (a) What is Semiotics? Give examples.

Or

(b) List down the differences between Emoji and Emotion.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Draft an essay on Visual composition.

17. List and explain about the elements of design.

18. Categorize the Psychological aspects of color.

19. Illustrate a poster for a Restaurant.

20. Differentiate denotations with connotations. List down the comparative examples.