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S.No. 7035

P 22 VCVAC 1

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Visual Communication — Value Added Course

DESIGN PRINCIPLES

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions

I. (A) Choose the correct answer : (5 × 1 = 5)

1. What is labeling?

- (a) The process of analyzing a product
- (b) The process of deciding the mode of packaging
- (c) The process of adding nutritional information to a product
- (d) The process of adding a barcode to a product

2. Which material is commonly used for flexible packaging?

- (a) Paper
- (b) Plastic films
- (c) Foils
- (d) Glass

3. What is packaging?

- (a) The process of analysing a product
- (b) The process of deciding the mode of packaging
- (c) The process of adding nutritional information to a product
- (d) The process of adding a barcode to a product

4. What are the legal requirements for labelling on packaging?

- (a) Nutritional and barcode labelling
- (b) Lamination and die cutting
- (c) Creasing and folding
- (d) Compliance with relevant laws and regulations

5. What are the types of RFID tags commonly used in packaging?

- (a) Radio, Frequency, and Identification
- (b) Passive, active, and semi-passive
- (c) Laminated, die-cut, and creased
- (d) Strapped and stapled

(B) Fill in the blanks :

(5 × 1 = 5)

6. The elements of design are _____
7. Typography refers to _____
8. Types of packaging include basic, surprising, interactive, and promotional packaging, which serve different _____
9. Nutritional and barcode labeling are important for _____
10. The final process of packaging involves _____

II. Answer the following questions :

(5 × 2 = 10)

11. What is the process of design?
12. What are some styles and features of typography?
13. What is packaging defined as?
14. What are legal requirements for labelling?
15. What is lamination?

SECTION B — (5 × 5 = 25)

Answer ALL questions choosing from either or

16. (a) . Explain the principle of balance in design.

Or

- (b) How does the creative process impact graphic design?

17. (a) Discuss the role of colour in creating visual harmony in design.

Or

- (b) How do designers use texture and patterns in their design work?

18. (a) Discuss the role of interactive packaging in enhancing customer experience.

Or

- (b) Describe the future developments in packaging design.

19. (a) Describe the process of labelling and its importance in packaging design.

Or

- (b) How does labelling impact consumer perception and purchasing decisions?
20. (a) Describe the process of lamination in packaging.

Or

- (b) What are the applications of RFID tags in packaging?

SECTION C — (3 × 10 = 30)

Answer any THREE out of Five questions.

21. Distinguish between traditional and modern design styles in terms of their characteristics and influences.
22. Illustrate the importance of design and composition in creating visually appealing and impact ful design pieces, including the use of hierarchy, balance, contrast, and unity.
23. Differentiate between different types of packaging, such as basic, surprising interactive, and promotional packaging, in terms of their features, benefits, and examples.

24. Compare and contrast the process of deciding the mode of packaging for a product, including factors such as product characteristics, transportation, storage, and environmental considerations.
25. Analyze the impact of cultural, demographic, and psychographic factors on the design of marketing collaterals, and how they affect the perception and response of the target audience.
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