(6 pages)

Reg. No. : ....

Code No. : 10540 E   Sub. Code : CMVC 21

B.Sc. (CBCS). DEGREE EXAMINATION, APRIL 2023.

Second Semester

Visual Communication

COMPUTER GRAPHICS

(For those who joined in July 2021 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Images that stand for words or ideas are _____?

   (a) Proportion   (b) Symbols

   (c) Pictographs   (d) Logos

2. The typical size for a graphic design is measured in _____.

   (a) Pixels   (b) Points

   (c) Lines   (d) Inches

3. What is the process of cutting down unwanted areas called?

   (a) Editing   (b) Slicing

   (c) Cutting   (d) Cropping

4. What is the darkest value?

   (a) Black   (b) White

   (c) Yellow   (d) Brown

5. _____ is left free by the designer, which is not occupied by any visual element.

   (a) Space   (b) Negative Space

   (c) Positive Space   (d) White Space

6. _____ is used for Layout Purpose.

   (a) Photoshop   (b) 3Ds Max

   (c) InDesign   (d) Flash

7. Transparent exporting of a file can be achieved in:

   (a) PNG   (b) TIFF

   (c) GIF   (d) All of the above

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8. Vector graphics are

   (a) Mathematical   (b) Theoretical

   (c) Graphical   (d) Portable

9. ———————— is a graphic design which details a company.

   (a) Logo   (b) Brochure

   (c) Notice   (d) Poster

10. Bitmap is referred to as

    (a) Raster   (b) Vector

    (c) PNG   (d) TIFF

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Detail the various environmental based designs you have observed.

    Or

    (b) Jot the importance of colours in Design.

12. (a) Define Line and Form.

    Or

    (b) Mention the different types of textures and patterns.

13. (a) Dissect the Visual Elements required for designing a Business Card.

    Or

    (b) Write a short note on: Copy Fitting and Typeface Design.

14. (a) Compare Analogous and Complementary colours.

    Or

    (b) Contrast Triadic and Monochrome colours.

15. (a) Create a creative logo for a furniture brand.

    Or

    (b) Detail the various functions of Design.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Illustrate a three fold Brochure stating the impact of Nuclear Radiations.

Or

(b) Distinguish various Visual communication tools.

17. (a) Create a product package design for a pencil using Visual Elements.

Or

(b) Detail Unity, Contrast and Movement with relevant examples.

18. (a) Write a detailed note on Typographical designs with relevant drawings.

Or

(b) Create a newspaper front page layout with explanation.

19. (a) Explain the needs of design.

Or

(b) Chart the process of Design.

20. (a) Describe the various design elements of a Magazine and Newspaper with illustrations.

Or

(b) Create five logos for different products with colour schemes.

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