

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

Second Semester

Visual Communication – Core

COMPUTER GRAPHICS

(For those who joined in July 2021-2022 only)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

- Verbal mode of communication may have barrier in delivering the proper message such as _____
 (a) Thoughts
 (b) Perceptions
 (c) Emotions
 (d) All the above

- Auditory communication is dependent on _____
 (a) Gestures (b) Hearing
 (c) Ideas (d) None
- A work of art that has a large red circle in the middle of it is showing a strong sense of _____.
 (a) Contrast (b) Emphasis
 (c) Movement (d) Unity
- Select from the following choices an operation, controlled by the "character"
 (a) Format (b) Type colour
 (c) Leading (d) Hyphenation
- Which is NOT included in the elements of design?
 (a) Shape (b) points
 (c) Texture (d) Line
- _____ a consistent visual appearance or style of character.
 (a) bullet (b) Kerning
 (c) italics (d) typeface

- _____ is a form with width and length, but no depth.
 (a) Color (b) mass
 (c) Line (d) texture
- Anything with height or width is called _____
 (a) shape (b) mass
 (c) space (d) line
- A _____ is the tiling of a plane using one or more geometric shapes, called tiles, with no overlaps and no gaps.
 (a) pattern
 (b) composition
 (c) tessellation
 (d) grids
- Which set of colors are subtractive colors?
 (a) blue-red-green
 (b) red-violet, red, and yellow-green
 (c) yellow, yellow-orange, and orange
 (d) yellow-magenta-cyan

PART B — (5 × 5 = 25 marks)
Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

- (a) Explain the awareness of environment.
Or
 (b) How have human beings adapted to the environment to fulfill their needs?
- (a) Briefly explain element of design.
Or
 (b) Describe how harmony is essential for design?
- (a) Explain Type face.
Or
 (b) What are essential elements for designing a brochure?
- (a) Illustrate monochromatic in colour harmony.
Or
 (b) Explain additive colours.

15. (a) Define all the three steps of planning and execution in design process.

Or

(b) What is prototype/dummy in design process?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the observation, experience and analysis of environment.

Or

(b) Explain in detail about shelter and communication.

17. (a) Explain the principles of designing.

Or

(b) Elaborate three dimensional design concepts.

18. (a) Describe the elements of publication design.

Or

(b) Illustrate typography and its importance.

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19. (a) Explain design processes with the steps involved.

Or

(b) What do you understand by colour theory?

20. (a) While designing an advertisement for print media, what are the important things you need to keep in mind and why?

Or

(b) Make an effective graphic visual of any word using typography.

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