

UG-407

BVC-02

**B.Sc.DEGREE EXAMINATION —
DECEMBER 2019.**

First Year

Visual Communication

VISUAL DESIGN

Time : Three hours

Maximum marks : 75

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write short notes on the centrality of design.
2. What are shape, space and form? Explain.
3. What are associative thinking techniques? Explain.
4. Write a note on the graphic design process?
5. What is visual thinking? Explain.
6. How do you design a visiting card? Explain with an example.
7. What are the points to be remembered while designing a website.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Write short notes on Contrast, balance, symmetry and rhythm with illustrations.
9. Color can convey meanings and moods – comment from a Psychological perspective.
10. What are the essential and desirable qualities required for a visual designer?
11. What are the tools available in Adobe Photoshop and Corel draw.
12. What is the importance of research in a visual design process? Explain with example.
13. Design a layout for a letter head of your choice with a logo.
14. Design a layout of a web site home page of your choice.