

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(MULTIMEDIA)

(FIRST YEAR)

(PART-III)

130: VISUAL DESIGN

Time: Three hours

Maximum: 100 marks

SECTION-A

(8×5 = 40)

Answer any EIGHT questions

1. Describe visual composition.
2. What are the principles of visual design?
3. Write short notes on achromatic and analogous colours.
4. What is colour blending? Explain.
5. Describe typeface anatomy.
6. Explain Silhouetting.
7. What are the important parts of a page layout?
8. Describe the guidelines of layouts.
9. Write notes on perspective view
10. Explain aerial perspective.

SECTION-B

(3× 20 = 60)

Answer any THREE questions

11. Explain the following (i) Basics of visual design (10)
(ii) Fundamentals of creativity (10)
12. (a) Explain complementary colours in brief. (10)
(b) How do you manage colour in printing? Explain its strategy. (10)
13. Describe the types of graphics in detail. (20)
14. (a) Explain in detail how you organize layouts. (10)
(b) Discuss design process and its stages. (10)
15. Explain linear perspective construction methods in detail. (20)
