Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – Nov/Dec – 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **14VC2013** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRINCIPLES AND TECHNIQUES OF DESIGN** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | What is meant by balance? Explain the different types of balance with illustrations. | CO2 | 10 |
| b. | Can you create any art work without shapes? Justify your stand with the drawn pictures using different shapes. | CO3 | 10 |
| (OR) | | | | |
| 2. | a. | Explain the role of line in creating any drawing. Mention the different types of lines and identify how one is different from the other with examples. | CO2 | 10 |
| b. | Pictures without colurs are boring. Do you agree? Draw a bird of your choice and make it colourful. | CO3 | 10 |
| 3. | a. | What is meant by hierarchy? Create an invitation for an house warming ceremony considering hierarchy. | CO3 | 10 |
|  | b. | Explain the concept of centre of visual impact. Create your own choice of design considering CVI. | CO3 | 10 |
| (OR) | | | | |
| 4. | a. | Organization of designing elements enhances the beauty of an art work. Create and organize the designing elements in the form of a poster informing about the Christmas celebration. | CO3 | 10 |
|  | b. | In any design contrast plays an important role in highlighting the information. Considering the principle of contrast, create any design of your own choice. | CO2 | 10 |
| 5. | a. | What is meant by proportion? Examine how proportion plays a role in creating an art work. | CO1 | 10 |
|  | b. | Variety adds interest to the design. Visualize variety with a drawn picture. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | What is repetition. Identify when and where this repetition can be effectively used. | CO2 | 10 |
|  | b. | Combinig all elements of design gives a complete meaning to a picture. Describe unity with an example. | CO2 | 10 |
| 7. | a. | Describe Movement and Hormony. | CO1 | 10 |
|  | b. | Explain Dominance and its importance in any art work. | CO1 | 10 |
| (OR) | | | | |
| 8. | a. | Define semiotics. Explain the role of semiotics in conveying the meaning. | CO1 | 10 |
|  | b. | State the difference between denotation and connotation. | CO1 | 10 |
|  | | **Compulsory:** |  |  |
| 9. | a. | Enumerate the different elements of design. | CO1 | 10 |
|  | b. | Elaborate on the principles of design with its type. | CO1 | 10 |

ALL THE BEST