

Reg.No. _____



Karunya 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

Code : **14VC2013**
Sub. Name : **Principles and Techniques of Design**

Semester : **2016-17 ODD**
Duration : **3hrs**
Max. marks : **100**

ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)

Q. No.	Sub Div.	Questions	Course Outcome	Marks
1.	a.	What is meant by balance? Explain the different types of balance with illustrations.	C2	10
	b.	Can you create any art work without shapes? Justify your stand with the drawn pictures using different shapes.	C3	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.	C2	10
	b.	Pictures without colours are boring. Do you agree? Draw a bird of your choice and make it colourful.	C3	10
3.	a.	What is meant by hierarchy? Create an invitation for an house warming ceremony considering hierarchy.	C3	10
	b.	Explain the concept of centre of visual impact. Create your own choice of design considering CVI.	C3	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.	C3	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.	C2	10
5.	a.	What is meant by proportion? Examine how proportion plays a role in creating an art work.	C1	10
	b.	Variety adds interest to the design. Visualize variety with a drawn picture.	C2	10
(OR)				
6.	a.	What is repetition. Identify when and where this repetition can be effectively used.	C2	10
	b.	Combining all elements of design gives a complete meaning to a picture. Describe unity with an example.	C2	10
7.	a.	Describe Movement and Harmony.	C1	10
	b.	Explain Dominance and its importance in any art work.	C1	10
(OR)				
8.	a.	Define semiotics. Explain the role of semiotics in conveying the meaning.	C1	10
	b.	State the difference between denotation and connotation.	C1	10
<u>Compulsory:</u>				
9.	a.	Enumerate the different elements of design.	C1	10
	b.	Elaborate on the principles of design with its type.	C1	10

ALL THE BEST

