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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

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

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

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **12VC320** | **Duration :** | **3hrs** |
| **Sub. Name :** | **Introduction to Visual Design and Culture** | **Max. marks :** | **100** |

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Marks** |
| 1. | a. | How important is the knowledge of Colour theory and its psychology in designing a web page? Elaborate with an example. | 10 |
| b. | Is it essential to consider the designing principles while designing? Explain your stand considering the different designing principles. | 10 |
| (OR) | | | |
| 2. | a. | Explain how the texts and visuals are combined in the design process and create your own choice of design considering the designing principles. | 10 |
| b. | Is it necessary to have a knowledge in colour theory in creating any design? – Elaborate it with example. | 10 |
| 3. | a. | Identify the various stages of design process. | 10 |
|  | b. | Which beverage used actor Amir khan to solve its problem? Find out what is the case and write how they find a solution to it. | 10 |
| (OR) | | | |
| 4. | a. | Research is a source of concept making -Delineate it with appropriate case study. | 10 |
|  | b. | Creativity and conceptualization are inseparable one in any design process explain with an example. | 10 |
| 5. | a. | What are the various ways in which you develop your creative thoughts? | 10 |
|  | b. | Explain design execution and presentation. | 10 |
| (OR) | | | |
| 6. | a. | What is Semiotics? Explain the importance of semiotics in the process of designing. | 10 |
|  | b. | Create a poster for the launch of new mobile. | 10 |
| 7. | a. | What is plagiarism? Is it ethical or unethical? Explain your stand with an example. | 10 |
|  | b. | List out the different tools and the techniques used in the designing process. | 10 |
| (OR) | | | |
| 8. | a. | The gestalt principles of design play a vital role in any design process.Explain it considering the different gestalt principles. | 10 |
|  | b. | Explain the difference between the right brain thinking and the left brain thinking and explain how these two thinking are helpful in the process of designing. | 10 |
|  | | **Compulsory:** |  |
| 9. | a. | Explain the role of different elements of design in the process of designing. | 10 |
|  | b. | Differentiate between optical and visual illusion. Give appropriate examples for their application. | 10 |

ALL THE BEST