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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 :** | **13VC207** | **Duration :** | **3 hrs** |
| **Sub. Name:** | **LIGHT AND COLOURS** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | What is Opaque Colour? | (1) |
| 2. | What is VIBGYOR? | (1) |
| 3. | What is Hue? | (1) |
| 4. | What is colour saturation? | (1) |
| 5. | What is tint? | (1) |
| 6. | What is Colour Theory? | (1) |
| 7. | What is Colour Management? | (1) |
| 8. | What is White Balance? | (1) |
| 9. | What is monochrome? | (1) |
| 10. | What is grey scale? | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11 | Write about colour correction technique. | (3) |
| 12 | What is optical illusion? | (3) |
| 13 | What is colour wheel? | (3) |
| 14 | Discuss about colour and tonal adjustment. | (3) |
| 15 | What are warm and cool colours? | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | |
| 16. | Discuss about water, pastel and opaque colors. | (15) |
| (OR) | | |
| 17. | Write about Colour Psychology. | (15) |
| 18. | Discuss the importance of colour in advertising communications. | (15) |
| (OR) | | |
| 19. | Discuss about importance of colour in printing and packaging. | (15) |
| 20 | Discuss about cultural connotation of colour. | (15) |
| (OR) | | |
| 21. | What is colour and pigment theory? | (15) |
| 22. | Discuss about brand and colour association. (E.g. Pepsi and Coke). | (15) |
| (OR) | | |
| 23. | Discuss global and selective colour correction and image manipulation. | (15) |
| 24. | Discuss about importance of colour in photography. | (15) |
| (OR) | | |
| 25. | Can you imagine a world without colour? Discuss. | (15) |

ALL THE BEST