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 – April/May– 2017**

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

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

|  |  |  |  |  |
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| Q. No. |  | Questions | Course  Outcome | Marks |
| 1. |  | Write about the concepts of Layouts. | CO3 | 20 |
| (OR) | | | | |
| 2. |  | Write in detail about the principles of design with suitable diagrams. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Design a logo for any social cause with proper elements and principles maintained. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Define Semiotics? Explain about the signs and symbols that play a vital role in the field of design. | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | What is the role of the denotations and connotations in visual design? | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Why we need signs and codes in visual design culture? | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | What is typography? Pen down its importance in the field of graphic design. | CO1 | 20 |
| (OR) | | | | |
| 8. |  | Create a banner based on the hierarchy and CVI of design. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Explain the Elements of Design with proper examples. | CO1 | 20 |

ALL THE BEST