

Reg. No.....

Name.....

M.A DEGREE END SEMESTER EXAMINATION NOVEMBER 2017**SEMESTER – 1 SUBJECT – GRAPHIC DESIGN****COURSE: 15P1GRDT01 - ELEMENTS OF VISUAL DESIGN**

(Common for Regular 2017 Admission & Supplementary 2016 & 2015 Admissions)

Time: Two Hrs.

Max. Marks: 50

SECTION AAnswer any **FIVE** questions out of the following

1. Graphic Design
2. Line
3. Colour
4. Balance
5. Proportion
6. Gestalt
7. Typography
8. Logo

(2 x 5 = 10)

SECTION BAnswer any **FOUR** out of the following

9. Define Line. Explain types of Lines.
10. Explain the psychological impact of colour.
11. What is Grid, and the purpose of grid in Page layout. Explain types of Grid systems.
12. Explain Poster design. Add some examples.
13. Define Shape. Explain types of Shape.
14. Explain concepts of Visual design and Visual interest.
15. Explain the elements of Graphic design with suitable drawings.

(5 x 4 = 20)

SECTION CAnswer any **TWO** of the following

16. What is Design? Explain the Principles of Design.
17. Design an A4 size poster for a campaign against 'Terrorism'. Try to give more importance in visuals.
18. Design an event poster for a Rock musical concert organized in Jawaharlal Nehru Stadium, Cochin, on Dec 25 2016, at 7 P.M. Select a name of your choice for the music band.

(10 x 2 = 20)