

Reg. No.....

Name.....

18P112

M. A. DEGREE END SEMESTER EXAMINATION - NOVEMBER 2018

SEMESTER –1: GRAPHIC DESIGN

COURSE: 15P1GRDT01 – ELEMENTS OF VISUAL DESIGN

(Common for Regular 2018 admission and supplementary 2017/2016/2015 admission)

Time: Two Hours

Max. Marks: 50

SECTION A

*Answer **any FIVE** questions out of the following*

1. Balance
2. Design
3. Typography
4. Graphic Designer
5. Composition
6. Primary Colours
7. Similarity
8. Figure/Ground

(2 x 5 = 10)

SECTION B

*Answer **any FOUR** out of the following*

9. Define Logo. Explain types of Logos with examples.
10. Explain Gestalt Law.
11. What is Colour. Explain categories of Colour.
12. Define Composition. Explain types of Composition.
13. Explain 'Tessellation'. Show any two models of tessellation in 10x10 cm frame
14. What is Texture. Explain the difference between Tactile Texture and Visual Texture.
15. Explain Warm colours and Cool colours

(5 x 4 = 20)

SECTION C

*Answer **any TWO** of the following*

16. What is Design? Explain the Elements of Design.
17. Design an A4 size poster for a campaign, 'Protect Nature'. Try to give more importance in visuals.
18. Design an exhibition poster for 'Kerala Tourism' organized in Nagambadam Stadium, Kottayam, on Dec 20 2016 to Jan 5 2017. Select a name of your choice for the Exhibition.

(10 x 2 = 20)
