

**M. A. DEGREE END SEMESTER EXAMINATION - OCT 2020 : FEBRUARY 2021****SEMESTER 1 : GRAPHIC DESIGN****COURSE : 15P1GRDT01 : ELEMENTS OF VISUAL DESIGN***(For Regular - 2020 Admission and Supplementary - 2015/2016/2017/2018/2019 Admissions)*

Time : Two Hours

Max. Marks: 50

**PART A****Answer any 5 (2 marks each)**

1. Form Vs Shape
2. Value in design
3. Define with diagram Linear perspective in design.
4. Harmony in Design
5. Rhythm in design
6. Z layout
7. Proximity in design
8. Rule of thirds

**(2 x 5 = 10)****PART B****Answer any 4 (5 marks each)**

9. Types of balance in design
10. Explain colour systems in design
11. How to achieve contrast in design?
12. Formal balance vs Informal balance
13. What is Tessellation? Brief on the types of Tessellations.
14. Define Gestalt's law of continuity and create a design justifying the law.
15. How do you use grid as an aid in design?

**(5 x 4 = 20)****PART C****Answer any 2 (10 marks each)**

16. Design a logo for CREAMS, a shop exclusive for special pasteries.
17. Design a poster for a musical event 'THARANGA' happening in DH Ground, Ernakulum, Cochin.
18. Create a translation tessellation design in a 12cm x 12cm frame.
19. Name and design a logo for a Design Company using of Gestalt psychology.

**(10 x 2 = 20)**