Reg. No .......................................  Name ...............................................................

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

Time : Two Hours                                                                     Max. Marks: 50

## Section A
### Write a short note on any 5 (2 marks each)

1.  Texture in design
2.  Define Typography as an element.
3.  Form Vs function
4.  Assymetry in Design
5.  Principle of Dominance
6.  Transalation Tessellation
7.  Continuity in Design
8.  Golden Rectangle

(2 x 5 = 10)

## Section B
### Answer any 4 (5 marks each)

9.  Create a logo for SKYROCKET builders. Explain your design.
10. What is Perspective? Discuss with diagrams the different perspectives in design.
11. How to use the principle of variety in design? Show design examples.
12. Design a composition using six squares showing isolation inside a 10cm square.
13. Define figure and ground with a design of your own.
14. Create a design using Law of Closure.
15. What are the functions of Grid in Design?

(5 x 4 = 20)

## Section C
### Answer any 2 (10 marks each)

16. Create a logo for FARMHOUSE productions a company dealing with fresh poultry products.
17. In a frame of 10 cm x 10 cm, illustrate the concept of 'Balance' using basic geometric shapes.
18. Create a tessellation using any one of tessellation reproduction techniques inside a 12cm x 12cm square frame.
19. Design a logo for a company named 'Keys' manufacturing keys and locks, using gestalts laws

(10 x 2 = 20)