

Reg. No .....

Name .....

22P1014

**M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 1 : GRAPHIC DESIGN**

**COURSE : 21P1GRDT01: DESIGN FOUNDATION**

*(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

**PART A**

**Answer any 8 questions**

**Weight: 1**

1. Name an artist who uses tessellation in design (R)
  2. Detail on shapes and their meanings (R)
  3. What is Quadratic colour Scheme? Show example with diagram. ( )
  4. Explain value in design (U)
  5. How is Rhythm helpful in design? (R)
  6. What is dynamic balance? (U)
  7. What is CMYK? (U)
  8. Define abstraction (R)
  9. What is a Symbol in design? (U, CO 1, CO 2)
  10. Differentiate between Similarity Vs Anomaly (U)
- (1 x 8 = 8)**

**PART B**

**Answer any 6 questions**

**Weights: 2**

11. Explain visual Hierarchy in design. (A, CO 1, CO 2)
  12. What is two point perspective? Detail with diagram. (A, CO 1, CO 2)
  13. What is logo? What are different types? (U, CO 1)
  14. What are Colour schemes? How do they work in graphic design? (U, CO 1, CO 2)
  15. How to use the principle of variety in design? Show design examples. ( )
  16. What are the different types of balances with examples? (U)
  17. Detail on rule of thirds. How is it used by designers. (A)
  18. Brief on the Gestalt's Psychology in Design ( )
- (2 x 6 = 12)**

**PART C**

**Answer any 2 questions**

**Weights: 5**

19. Design high key low key for perfume bottle, pepsy can and key. (Cr, CO 1, CO 2, CO 3, CO 4, CO 5)
20. Design metamorphosis from snake to belt. (A)

21. Create a translation tessellation design. (Cr)
22. Create a logo for SKYROCKET builders. Explain your design. (Cr, CO 1, CO 2, CO 3, CO 4, CO 5)  
**(5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Define terminologies, develop analytic and critical thinking skills.	U	9, 11, 12, 13, 14, 19, 22	19
CO 2	Make use of the elements, principles and theories involved in the fundamental study of design.	A	9, 11, 12, 14, 19, 22	17
CO 3	Create designs using techniques, skills and aesthetic sense.	Cr	19, 22	10
CO 4	Interpret the psychology of the audience for effective communication design.	An	19, 22	10
CO 5	Develop creativity in design production.	Cr	19, 22	10

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;