

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 1 : GRAPHIC DESIGN****COURSE : 21P1GRDT01 : DESIGN FOUNDATION***(For Regular - 2023 Admission and Improvement/Supplementary -2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

1. How is contrast in design useful? (U)
2. Detail on shapes and their meanings. (R)
3. Define positive and negative spaces. (A)
4. Define with a diagram Linear perspective in design. (An)
5. Define abstraction. (R)
6. What is dynamic balance? (U)
7. What is shape in design? (A)
8. How is Rhythm helpful in design? (R)
9. What is tessellation? (U)
10. Differentiate between Similarity and Anomally. (U)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Explain the element of form in design. (U, CO 1)
12. What is colour psychology? Detail its influence in design. (U, CO 1, CO 2)
13. Explain: 'form follows function'. (Cr)
14. What are the different types of shapes & their implied meanings? (U, CO 1, CO 4)
15. How is grid used in design? (U)
16. How can contrast be achieved in design using various elements? (An)
17. Create a design using Law of Closure. (I)
18. What is two point perspective? Detail with diagram. (A, CO 1, CO 2)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Design a poster showing the negative effects of Demonetization. (I)
20. Create a logo for a fruit juice shop 'ICE CUBES'. Justify the elements used in the design. Detail on the concept created. (Cr, CO 1, CO 2, CO 3, CO 4, CO 5)
21. Design high key and low key for iron box, spoon and lipstick. (Cr)
22. Create an illustration of size 5 cm x 5 cm, giving equal space for figure and grand. (I)

(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	11, 12, 14, 18, 20	13
CO 2	Make use of the elements, principles and theories involved in the fundamental study of design.	A	12, 18, 20	9
CO 3	Create designs using techniques, skills and aesthetic sense.	Cr	20	5
CO 4	Interpret the psychology of the audience for effective communication design.	An	14, 20	7
CO 5	Develop creativity in design production.	Cr	20	5

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