

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2024**SEMESTER 1 : GRAPHIC DESIGN****COURSE : 21P1GRDT01 : DESIGN FOUNDATION***(For Supplementary/ Improvement 2023/2022/ 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

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

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| 1. Define Z layout | (U) |
| 2. Explain the element of value. | (U) |
| 3. What is meant by emphasis in design? | (U) |
| 4. Explain value in design. | (U) |
| 5. What is movement in design? | () |
| 6. What is Bauhaus School thought about 'Design'? | (U, CO 1, CO 2) |
| 7. Define Chiaroscuro. | (U) |
| 8. Explain principle of unity in design. | (U) |
| 9. How is Closure helpful in design? | (U) |
| 10. Expand RGB and detail on it. | (U, CO 1, CO 4) |
| | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. Explain the different textures in design. Why are they important? | (U, CO 1) |
| 12. What is Subtractive System in colour process? Detail on it. | (U, CO 1) |
| 13. Explain the element of line. How do lines help in design? | (U, CO 1, CO 4) |
| 14. Create a design of your own choice using analogous colours in a 12cm x 12cm frame. | (A, CO 1, CO 2) |
| 15. Using 6 squares show each of the following in a 10 cm x 10cm frame:
a) Freedom b) Pressure | (A) |
| 16. What are the Principles of Design? Detail on any 4 principles with examples. | (U) |
| 17. Detail on rule of thirds. How is it used by designers. | (A) |
| 18. Write a note on Creative problem solving techniques. | (E) |
| | (2 x 6 = 12) |

PART C**Answer any 2 questions****Weights: 5**

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|---|------------------------------------|
| 19. Design high key and low key for iron box, spoon and lipstick. | (Cr) |
| 20. Create a logo for FARMHOUSE, a poultry plant producing high quality poultry products. | (Cr, CO 1, CO 2, CO 3, CO 4, CO 5) |
| 21. Design a metamorphosis from a snake to a belt. | (An) |

22. Design a logo for a design agency 'MetaDesign'. Detail on the concept, colour scheme and state the laws if any. (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	6, 10, 11, 12, 13, 14, 20, 22	20
CO 2	Make use of the elements, principles and theories involved in the fundamental study of design.	A	6, 14, 20, 22	13
CO 3	Create designs using techniques, skills and aesthetic sense.	Cr	20, 22	10
CO 4	Interpret the psychology of the audience for effective communication design.	An	10, 13, 20, 22	13
CO 5	Develop creativity in design production.	Cr	20, 22	10

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