

UG-743

BVC-02

B.Sc. DEGREE EXAMINATION – JUNE, 2018.

First Year

Visual Communication

VISUAL DESIGN

Time : 3 hours

Maximum marks : 75

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. What is visual Design?
2. What is colour psychology?
3. What is optical illusion?
4. Write the definition of Graphic design.
5. What is visual thinking?
6. What is letterhead?
7. What is design execution and presentation?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. What are the differences between Visual Design and Graphic Design.
 9. Discuss elements of design.
 10. What is the importance of research in design process?
 11. Write the different stages of design process.
 12. What are the tools for graphic design? Explain.
 13. Discuss the elements of print advertisements.
 14. What are the differences between web designing and banner design?
-