**ST JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 27**

Register Number:

Date:

**BA VISUAL COMMUNICATION – II SEMESTER**

**SUPPLEMENTARY**

**END SEMESTER EXAMINATION – JULY 2022**

**VC2217- Visual Design**

**Time: 21/2 Hours Max Marks: 70**

**This question paper has ONE printed page and TWO parts.**

1. **Write a short note for any SIX of the following in 100 words each. (6X5=30)**
2. Visual hierarchy
3. Rule of thirds
4. Serif and san serif
5. White space
6. Warm and cool colour
7. Closure and proximity
8. Poster design
9. **Answer any FOUR of the following questions in 300 words each. (4X10=40)**
10. Explain in detail the different elements of design.
11. What are complementary colours? Explain how they differ from split-complementary and analogous colours.
12. Discuss the importance of typography in design. Explain with examples.
13. Why are the principle of design considered as essential part of visual design? Explain.
14. Discuss in detail the design process from concept to visual design.

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