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 |  |  | Register Number:Date:13-04-2018 (9AM) |
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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **BA (VISUAL COMMUNICATION) - IISEMESTER** |
| **SEMESTER EXAMINATION: April 2018** |
| **VC 2217: Visual Design**  |
|  |  |  |  |  |  |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |
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| **This paper contains ONE printed pages and THREE parts** |
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**I. Write a short note for the following questions. 2x10=20**

1. Negative space
2. Masking
3. Harmony
4. Thumbnail designs
5. Saturation
6. Warm colours
7. San serif
8. Kerning
9. Signified
10. Symmetry

**II. Answer any five of the following in 150words each. (6X5=30)**

11 What are the different types of layout? Explain

12. Explain gestalt theory with suitable examples.

13.What does colour communicate in design? Explain with suitable design

14.What is minimalistic design? Explain.

15. “Creativity is the backbone of GraphicDesign”. Explain in your own words.

16. Explain pixel drawing tools in photoshop

**III. Answer any TWO of the following in 250 words each. (10X2=20)**

17. Define the term Design Process. Give a broad outline of the design process a designer has to follow explaining each stage.

18.What is packaging design? What do you understand with*Tropicana*case study. Explain in detail.

19.What are the principles of design? Explain with suitable examples.