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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **BA (VISUAL COMMUNICATION) – IISEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2018** |
| **VC2217: VISUAL DESIGN**  |
|  |  |  |  |  |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |
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| **This paper contains ONE printed pages and THREE parts** |

**I. Write a short note for the following questions. 2x10=20**

1. Rule of third
2. Negative space
3. Colour and unity
4. Design tools
5. Visual design
6. Signs and symbols
7. Digitalization
8. Closure
9. Colour overlay
10. Kerning

**II. Answer any Eight Question in 150 words each. (8X5=40)**

1. What are the main qualities of colour? Explain In detail
2. Explain postscript fonts.
3. Discuss layout composition with suitable examples.
4. In your opinion what would happen if the design is Functional but not Aesthetic?
5. What is the difference between vector and raster design? Explain with suitable examples.
6. Explain semiotics theory with suitable examples
7. Explain elements of design in detail.
8. “Every colour has its own symbolic meaning”, Elaborate by quoting some examples.
9. What is the role of an interface designer? Explain in detail.
10. What is minimalistic design? Explain.

**III. Answer the following question in 300 words (COMPULSORY) (1X10=10)**

1. What is typography? What is the importance of typography in web and graphic design? Discuss.