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DATE: 13-4-2018

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

**BA (Visual Communication) – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

VC 2215: Visual Design

Time-2 ½ hrs Max Marks-70

**This paper contains ONE printed page and THREE parts**

(For supplementary candidates)

Do not write the register number on the question paper

Please attach the question paper along with the answer script.

1. **Answer any FIVE of the following questions in 100 words each. (5X5 = 25 marks)**

1. What makes a good design?

2. Explain the difference between raster and vector based software?

3. Give an outline of the design process a designer has to follow by explaining each stage.

4. What is CMYK?

5. “White light is the combination of seven colours”. Explain this statement.

6. “Composition always enhances the design of a visual art.” Elaborate the same by giving examples.

7. Using typography theory, explain the ways of identifying fonts.

1. **Answer any THREE of the following questions in 300 words. (3X10 = 30 marks)**

8. Explain C.R.A.P. theory with examples.

9.How is distort different from skew in typography? Explain with examples.

10. Write short notes on the following

a. Sans Serif b. Leading and Spacing c. Ligature

11. What is offset printing? Describe the various steps involved in offset printing.

12. What are the four basic methods of abstraction? Give examples.

1. **Answer the following questions in 450 to 500 words. (1X15 = 15 marks)**

13.Select a functional object of your choice and design one way of its representational use.

VC-2215-A-16

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