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| Register Number:DATE:20-04-2017 |  |  |  |  |  |  |
| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27** |
| **BA (Visual Communication)– II SEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2017** |
| **VC 215: Visual Design**  |
|  |  |  |  |  |  |  |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |  |
|  |  |  |  |  |  |  |
| **This paper contains ONE printed page and TWO parts** |
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**I. Answer any FOUR of the following questions in 100 words each. (5X4=20)**

1. What is graphic design?

2. Differentiate between warm and cool colours.

3. Explain the various classification of typography.

4. What is the significance of signs and symbols in graphic design?

5. What is semiotics ?

**II. Answer any FIVE of the following in 150 words each. (10X5=50)**

6. Write a detail note on gradient tool and lasso tool.

7. What is a graphic novel? Explain its process.

8. While designing advertisement for print media, what are the important things to keep in mind and why?

9. Explain all the steps in design process briefly.

10. What are the principles and elements of design?

11. What are the types of layouts? Define them by giving examples.

12. Explain the principles of the web design with suitable examples.

**VC2215-A-17**