

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024****MINOR****BAG1MN102 FUNDAMENTALS OF GRAPHIC DESIGN**

Time : 2 Hrs

Maximum Marks : 70

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	Write a short note on encoding and decoding	3	2	CO1 CO2 CO3
2.	Give a brief description about editorial design	3	2	CO1 CO2 CO3 CO4 CO5 CO6
3.	What is a Line? Demonstrate different types of Lines.	3	1	CO1 CO2 CO4
4.	Explain the concept of negative space in design. Provide examples of how negative space can be used to create visual interest and convey meaning in a composition.	3	1	CO1 CO2 CO4
5.	What is the difference between a tint and a shade? How are they created? Provide examples of tints and shades of a specific color.	3	1	CO1 CO2 CO4
6.	Analyze a specific installation artwork. Discuss the artist's use of visual elements, space, and materials to create a meaningful experience for the viewer.	3	3	CO1 CO2 CO4
7.	Explain the terms ascender, descender and bowl with illustration	3	2	CO1 CO2 CO3 CO4 CO5 CO6
8.	Explain the difference between serif and sans-serif fonts.	3	2	CO1 CO2 CO3 CO4 CO5 CO6
9.	Draw a simple diagram to illustrate one-point perspective, labeling the horizon line and vanishing point.	3	1	CO1 CO2 CO4
10.	What are heuristics, and how do they aid in decision-making?	3	2	CO1 CO2 CO4
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	Explain how the psychology of shapes can influence the design of a logo. Provide examples of specific shapes and their associated meanings	6	2	CO1 CO2 CO4

12.	Define form. What are the two primary categories of form? Provide examples of each.	6	1	CO1 CO2 CO4
13.	Define cognitive biases and explain how they can influence decision-making.	6	2	CO1 CO2 CO4
14.	Differentiate between photopic, scotopic, and mesopic vision. Explain the role of rods and cones in each type of vision and how they contribute to our visual perception in different lighting conditions.	6	1	CO1 CO2 CO4
15.	Define semiotics and explain its significance in communication and interpretation.	6	2	CO1 CO2 CO4
16.	Explain the concept of the monomyth, as proposed by Joseph Campbell. Discuss the stages of the hero's journey and provide examples of mythological figures or literary characters who embody this archetypal pattern.	6	3	CO1 CO2 CO4
17.	Script fonts' are ideal for brands that aim to project a sense of uniqueness, artistry, or a personal touch. Substantiate	6	4	CO1 CO2 CO3 CO4 CO5 CO6
18.	Explain the “Recognition Rather Than Recall” heuristic by Nielsen. Provide a real-world example of how this principle can be applied in user interface design.	6	3	CO1 CO2 CO4
<b>Section C</b> Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
<b>No.</b>	<b>Question</b>	<b>M</b>	<b>BL</b>	<b>CO</b>
19.	Develop a proposal for a design project that includes the objective, target audience, design elements to be used, and software choices.	10	6	CO1 CO2 CO3 CO4 CO6
20.	Analyse the basic qualities needed for a professional graphic designer	10	4	CO1 CO2 CO3 CO4 CO5 CO6

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