

D1BAG2501

Name: .....

Reg. No.: .....

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025****(Regular/Improvement/Supplementary)****MINOR****BAG1MN102: FUNDAMENTALS OF GRAPHIC DESIGN****Time: 2 Hrs.****Maximum Marks: 70**

M - Mark

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

<b>Section A: Answer all questions. Each carries 3 marks. Ceiling: 24 Marks</b>				
<b>No.</b>	<b>Question</b>	<b>M</b>	<b>BL</b>	<b>CO</b>
1.	What are Contour lines? Write about three types of contour lines.	3	1	CO1 CO2 CO3
2.	Describe the three primary types of shapes (geometric, organic, and abstract) and provide examples of each.	3	1	CO1 CO2 CO3
3.	Define the analogous color scheme. How are analogous colors related on the color wheel? What are the benefits of using an analogous color scheme.	3	2	CO1 CO2 CO4
4.	Define tessellation. What are the characteristics of a tessellation pattern? Provide examples of tessellations in art.	3	2	CO1 CO2 CO4
5.	What is perception and how does it differ from sensation?	3	1	CO1 CO2 CO4
6.	Explain the Gestalt Law of Closure. How does it influence our perception of incomplete or fragmented forms?	3	2	CO1 CO2 CO4
7.	Elaborate on Peirce's triadic model of the sign.	3	1	CO1 CO2 CO4
8.	What does the 'anatomy of type' means?	3	2	CO1 CO2 CO3 CO4 CO5 CO6
9.	Differentiate between 'Script fonts' and 'Display fonts'.	3	2	CO1 CO2 CO3 CO4 CO5 CO6
10.	Define symmetry. What are the two main types of symmetry?	3	1	CO1 CO2 CO4
<b>Section B: Answer all questions. Each carries 6 marks. Ceiling: 36 Marks</b>				
<b>No.</b>	<b>Question</b>	<b>M</b>	<b>BL</b>	<b>CO</b>
11.	Discuss the importance of graphic design in branding.	6	5	CO1 CO2 CO3 CO4 CO6
12.	Analyze the role of visual elements for an effective visual communication.	6	4	CO1 CO2 CO3 CO4 CO6
13.	Explain product packaging.	6	3	CO1 CO2 CO3 CO4 CO5 CO6
14.	Describe the soft skills needed for a graphic designer.	6	3	CO1 CO2 CO3 CO4 CO5 CO6
15.	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
<b>(PTO)</b>				

16.	What is installation art? How does it differ from traditional forms of art like painting and sculpture?	6	3	CO1 CO2 CO4
17.	Write down the difference between Sensation, Perception & Cognition with examples.	6	2	CO1 CO2 CO4
18.	Analyse how the 'Display fonts' are effective in branding.	6	4	CO1 CO2 CO3 CO4 CO5 CO6

**Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)**

No.	Question	M	B L	CO
19.	Analyze a familiar symbol (such as a traffic sign, logo, or emoji) in terms of icon, index, and symbol.	10	3	CO1 CO2 CO4
20.	Differentiate between one-point, two-point, and three-point perspective with the help of diagrams. Provide real-world examples of where each perspective is commonly used.	10	2	CO1 CO2 CO4