SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025

MINOR COURSE

BMM2MN101 : VISUAL DESIGN

(Credits: 4)

| Time: 2 Hours | Maximum Marks: 70 |

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	Describe the concept of "transparency" as it relates to ethical design and why it is important.	BL2	CO6
2.	What is the Gestalt principle of 'proximity' and how does it help us understand visual groups?	BL2	CO1
3.	What is the role of 'white space' in digital layout design? Explain how it can enhance both readability and aesthetic appeal.	BL2	CO1, CO2, CO3, CO4
4.	Why do 'color meanings' vary across different cultures?	BL2	CO6
5.	How does using a 'sequence of images' tell a story?	BL2	CO1
6.	What is photopic vision? Mention its key characteristics.	BL2	CO2, CO4
7.	What's the importance of 'feedback' in the testing phase?	BL2	CO2
8.	Describe how the context of cultural elements changes when they are appropriated by a majority culture. Provide an example.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
9.	How is 'data visualization' evolving to tell stories?	BL3	CO1, CO3
10.	Describe the function of 'Layers' in Adobe Photoshop. Explain how using layers increased flexibility in image manipulation.	BL2	CO1, CO2, CO3, CO4

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Design a logo for a sports brand using lines. Demonstrate how different types of lines (e.g., diagonal, curved) can convey the brand's energy and dynamism.	BL3	CO1, CO2, CO3, CO4, CO5

(PTO)

12.	Why is it important to consider cultural symbols and their meanings when designing for a global audience?	BL2	CO6
13.	Describe two key advantages of using vector graphics for illustration. Then, list three common file formats used to save vector graphics, and explain why vector graphics are particularly well-suited for creating logos.	BL2	CO1, CO2, CO3, CO4
14.	Explain what 'frame rate' means in video, and why is it important for smooth motion and playback?	BL2	CO3
15.	Differentiate between "Straight Ahead Action" and "Pose to Pose" animation. Provide 2 examples each.	BL2	CO1, CO2, CO3
16.	Compare and contrast the use of canons of proportion in ancient Egyptian and Greek art. How did each culture's approach reflect their societal values and aesthetic ideals? Use specific examples to illustrate your points.	BL2	CO1, CO2, CO3
17.	Define split-complementary color harmony and highlight its key design advantage	BL1	CO1
18.	Define 'heuristics' in the context of user interface design. Choose and explain two of Nielsen's 10 Usability Heuristics, providing practical examples of how they can be implemented.	BL2	CO1, CO2, CO3, CO4, CO5, CO6

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	List the seven key steps involved in a professional digital design workflow. Explain with details.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
20.	Why are layers used in image editing? How do masks help edit without ruining the original image, and give a complex editing example.	BL2	CO3
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		