

QP CODE: D2BMM2501	(Pages: 2)	Reg. No :
		Name :
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026		
(Regular/Improvement/Supplementary)		
Discipline Specific Core (DSC) Courses - Minor		
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. Briefly outline the three levels of the 'Ethical Hierarchy of Needs' pyramid.	BL2	CO5, CO6
2. What is two-point perspective? How does it differ from one-point perspective?	BL2	CO1, CO2, CO3, CO4
3. Explain the relationship between the "signifier" and the "signified" as described by Saussure. Provide an example to illustrate how signification works.	BL2	CO2
4. What's the influence of cultural art on modern designs?	BL4	CO1
5. How does 'visual continuity' maintain a story's flow?	BL2	CO1, CO2
6. Explain the difference between copyright and copyleft, providing an example of each.	BL2	CO1, CO2, CO3, CO5, CO6
7. How does the principle of "Anticipation" enhance animation?	BL2	CO1, CO3
8. Describe one advantage of using vector graphics for illustrations, and why that advantage is useful.	BL2	CO1, CO2, CO3, CO4
9. What is the process of generating a 2D image from a 3D model?	BL2	CO2, CO3
10. Why should you use 'alternative text' for images?	BL4	CO3
(PTO)		

Section B

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

11.	List and briefly define the four techniques used to enhance legibility in text.	BL2	CO1, CO2, CO3, CO4
12.	Explain how Pop Art challenged traditional notions of art and blurred the lines between "high art" and "low art".	BL2	CO1, CO2, CO3
13.	Describe the Gestalt principle of 'figure-ground' and how it helps us distinguish the main subject from the background. Provide a real-world example.	BL1	CO1
14.	Explain the concept of a pixel in computer graphics. Then, describe the key differences between bitmap (raster) images and vector images in terms of how they represent images and their suitability for different applications.	BL2	CO1, CO2, CO3, CO4, CO5
15.	Briefly describe Nielsen's 'Consistency and Standards' and 'Error Prevention' heuristics. Why are these principles important in user interface design?	BL2	CO1, CO2, CO3, CO4, CO5, CO6
16.	Explain how Augmented Reality (AR) is changing the way people see and interact with visual content.	BL2	CO1, CO3
17.	How can 'visual storytelling' be used to raise awareness and advocate for social change?	BL4	CO6
18.	How do 'layers' work in image editing software, and what makes them necessary for doing complicated edits?	BL3	CO3

Section C

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

19.	What is the 'test' stage in Design Thinking? Why do we test designs, make changes, and seek user feedback?	BL3	CO1
20.	What are additive and subtractive color mixing, and where are they used? How do complementary colors create strong contrast in designs?	BL3	CO2

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)