

**THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023****ANIMATION & GRAPHIC DESIGN****GAGD3B04T: COMPUTER GRAPHICS (MEDIA DESIGN)****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.  
(Ceiling 25 Marks)**

1. What is Texture?
2. Define color.
3. Differentiate between RGB and CMYK.
4. What is the Rule of Thirds?
5. Comment on foreshortening in Drawing.
6. What is the Golden ratio in Design?
7. Explain Scale and Proportion in Design.
8. What is an Inverted pyramid method?
9. Comment on Upper case and Lower case.
10. Give an account on Pattern.
11. What is a Hue?
12. What is a Grid system in Design?
13. How does Shape differ from Form?
14. What is a Tertiary Color?
15. State Gestalt theory.

**SECTION B: Answer the following questions. Each carries *five* marks.  
(Ceiling 35 Marks)**

16. Differentiate between Raster Graphics and Vector Graphics.
17. What is Balance, Rhythm and Unity in Design?
18. What is color symbolism?
19. Discuss the Role of Color in Design.
20. Explain additive and subtractive color theories.
21. What is a Propaganda Poster?
22. Explain Hue, Intensity and Saturation.
23. Elaborate various composition Grids.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Delineate the elements in Design.
25. Explain the Rules of composition.
26. What are the different types of Posters? Explain the methodologies in their design.
27. Explain Complementary, Analogous, Split complementary and Monochromatic color schemes.

**(2 x 10 = 20 Marks)**