

**THIRD SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024**  
**(Regular/Improvement/Supplementary)**  
**ANIMATION AND 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)**

**Write short notes on:**

1. Colour temperature.
2. Analogous colour schemes.
3. Hierarchy.
4. Target audience.
5. Negative space.
6. Mood board.
7. Propaganda poster.
8. Kerning.
9. Gaelic typefaces.
10. Bleed.
11. Markers.
12. Geometric shapes.
13. Texture.
14. Symbol typeface.
15. Cubing.

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

16. Write a short note on HSV in color.
17. List and explain the benefits of brainstorming with a team.
18. Elaborate the idea of tessellation. Which are the two types of it? Draw and explain.
19. Explain about the three different levels of typography used in designs.
20. Create an event poster for “Annual day 2024 for your college”. Make sure to use tessellation designs.
21. What are the necessary factors to keep in mind while designing a logo?
22. Draw and explain font metrics.
23. Differentiate between Closure and Figure-ground relationship.

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

24. How important is learning about the fonts? Do you think application of the learning can have an impact on the design? Elaborate.
25. Compare between the idea of Golden ratio principle and rule of thirds.
26. Explain design methodology. Point out its importance in creating design.
27. What is brainstorming? Which are the eight house rules in brainstorming?