

FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS)

B.A. Graphic Design and Animation

BGA 1C 01—COMPUTER GRAPHICS

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Stationery Binding.
2. Adjustment Layer.
3. M-weight.
4. Clipping Mask.
5. Interaction Design.
6. Typeface.
7. Image Trace.
8. Semiotics.
9. HDR Images.
10. Half Bound Book.
11. Color Burn Blending Mode.
12. Corporate Identity.

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What are Knife folders ?
14. What are the seven factors that influence user experience ?
15. Explain why the Golden Section is still given a strong prominence in making design decisions.
16. What are smart objects in Adobe Photoshop, and how do we create them ?
17. Give an account on page layout and design.
18. Write an account on major categories of papers in the utility type.
19. Briefly explain grid deconstruction.

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. What are the elements of a grid system ?
21. Summarise the history of graphic design.

(1 × 11 = 11 marks)

FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS)

B.A. Graphic Design and Animation

BGA 1B 01—INTRODUCTION TO VISUAL LANGUAGE

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Auteur Theory.
2. Visual Communication.
3. Linear Motif.
4. Complementary Colors.
5. Infographics.
6. Genre.
7. Negative Space.
8. Aspect Ratio.
9. Constructivism.
10. Law of Proximity.
11. Match-on-action.
12. Kinesics.
13. Additive Color System.
14. Pictogram.
15. Gestalt Theory.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Briefly explain the cognitive psychological theory of visual perception.
17. What is Mise-en-scene ? Briefly explain.
18. How visual thinking differs from verbal thinking ?
19. What is Visual Literacy ?
20. Briefly explain the four fundamental groupings of Gestalt law.
21. What are the three stages of 'seeing' ?
22. Differentiate between pictograms and ideograms.
23. Explain 180° rule.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Explain the sensual and perceptual theories of visual communication.
25. What do you mean by shots ? Write short notes on any eight kinds of shots.
26. Write in detail about the elements of visual language.
27. Write an essay about major types of visual media.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

Bachelor of Graphic Designing and Animation (BGDA)

BGA 1C 01—COMPUTER GRAPHICS

(2019–2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Section A is 20.*

1. What is Chromolithography ?
2. What are the Adjustment Layers in Adobe Photoshop ?
3. Write down the expanded forms of SVG and .PNG file formats.
4. Write a brief note on Rule of Thirds.
5. What do you mean by Gutter in page layout ?
6. How can we remove direction handles while using the Pen tool in Adobe Illustrator ?
7. Write a short note about the difference between Levels and Curves in Adobe Photoshop.
8. What is the significance of 'Coat of Arms' in the history of Graphic Design ?
9. What do you mean by a Pixel ?
10. What is Saturation and Vibrance ?
11. What do you mean by DPI ?
12. What is impression testing UX ?

(20 marks)

Section B*Answer any number of questions each not exceeding 100 words.**Each question carries 5 marks.**Ceiling of marks for Section B is 30.*

13. Which are the five kinds of Layout Grids ?
14. Briefly describe the Blend Tool and its options in Adobe Illustrator.
15. Write in brief about the major printing paper sizes.

Turn over

16. Write in brief about 'Five Second Test'.
17. Illustrate and identify any five of the standard paper folding methods used in the printing industry.
18. Write in brief about any four types of binding methods used in the printing industry.
19. What are the contributions of Sumerians in the history of graphic design ?

(30 marks)

Section C

*Answer any one question not exceeding 400 words.
The question carries 10 marks.*

20. What are the essential qualities of a great logo ?
21. Write a detailed comparison between Raster and Vector graphics.

(1 × 10 = 10 marks)

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FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

Bachelor of Graphic Designing and Animation (BGDA)

BGA 1B 01—INTRODUCTION TO VISUAL LANGUAGE.

(2019–2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Section A is 25.

1. What is Montage ?
2. Write briefly on the distinction between classical and folk arts.
3. Define Spatial Visualization Ability.
4. How humans are able to see depth physiologically ?
5. Write a brief note about the visual element Plane.
6. Who was the first to describe the Phi Phenomenon ?
7. In Gestalt psychology, what is meant by the expression 'the whole is more than the sum of its parts' ?
8. What is Positive Space in a composition ?
9. What is Kuleshov Effect in film ?
10. Who said '*Sensing + Selecting + Perceiving = Seeing*' ? And why ?
11. What do you mean by Spatial Learning ?
12. Write notes on Shot, Scene, and Sequence.
13. List and define the three types of visual messages that the brain processes.
14. Write an account on Subtractive Colour System.
15. What is Perceptual Constancy ?

(25 marks)

Section B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Section B is 35.

16. Write an account on the Semiotic Theory of Visual Perception.
17. Which are the three types of Montage according to Andre Bazin ?

Turn over

18. What is Phi Phenomenon and what was its importance in the formation of the Gestalt school of psychology ?
19. Explain the three ways of describing Colour.
20. Differentiate between Communicative and Informative Gestures.
21. Explain the visual element, Balance, in detail.
22. What are the four fundamental groupings or laws of Gestalt ? Briefly explain.
23. What are Lexical/Iconic Gestures ?

(35 marks)

Section C

*Answer any two questions not exceeding 400 words.
Each question carries 10 marks.*

24. Explain the six main characteristics of New Media.
25. Describe the basic principles of perceptual organization.
26. Differentiate between Folk Art and Performing Art. Give three examples of each of these art forms from India, Also, write a paragraph about each of these examples.
27. Write an essay about the advantages and disadvantages Traditional Media.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Bachelor of Graphic Designing and Animation (BGDA)

BGA 1C 01—COMPUTER GRAPHICS

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

*Answer at least **eight** questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Weltformat.
2. Bleed.
3. TIFF.
4. Alpha Channel.
5. US Paper Sizes.
6. Grid System.
7. Histogram.
8. Corporate Design.
9. Signages.
10. ISO 216.
11. VUI.
12. Pictograms.

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What is a Freeform Gradient in Adobe Illustrator and how to apply it ?
14. Write short notes on any *five* Blending Modes available with Adobe Photoshop.
15. Write in detail about any five vector graphics file formats that are commonly used in Adobe Illustrator.
16. Explain the advantages of the ISO system of paper sizes.
17. What is Vignetting ? How to apply it in Adobe Photoshop ?
18. Write notes on any *five* types of Wayfinding Signages.
19. Write about any *five* Image Resampling options in Adobe Photoshop.

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. What are Retail Signages ? List and explain any *five* Retail Signages.
21. What is Book Binding ? Explain different classification and styles of bindings.

(1 × 11 = 11 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Bachelor of Graphic Designing and Animation (BGDA)

BGA 1B 01—INTRODUCTION TO VISUAL LANGUAGE

(2012 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. According to the visual communication theories, what are the four Visual Cues?
2. What is Connotation ?
3. What are the Gestalt principles of design ?
4. What is an Establishing Shot ?
5. Why Scale and Proportion holds large impact on design ?
6. What are the four types of Codes used in semiotic theory ?
7. What is Visual Hierarchy in design ?
8. Write short notes on Subtractive Color Mixing.
9. What is a Tracking Shot ?
10. Write a note on the Figure-Ground principle.
11. What is Denotation ?
12. What is the Gestalt theory of perception ?
13. What is meant by Visual Language ?
14. What are Filmic Codes ?
15. Which Aristotelian philosophy influenced the formation of the Gestalt theory ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. What are Visual Media ? Mention major types of visual media.
17. What is Visual Literacy ?
18. According to the visual communication theories, what are the eight depth cues ? Write notes on each of them.
19. Distinguish between Visual Sensation and Visual Perception.
20. Write an account on Mise-en-scene.
21. What was the dyadic model of the sign, proposed by Ferdinand de Saussure ?
22. Discuss any five advantages of Old Media.
23. Write short notes on iconic, Indexical and Symbolic Signs.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

- 25 Name and explain the nine mental activities identified, that can affect visual perception.
25. Elucidate 'Sensing + Selecting + Perceiving = Seeing'.
26. What is visual communication ? Explain the sensual theories in visual communication.
27. What is New Media ? Discuss its advantages and disadvantages.

(2 × 10 = 20 marks)