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Question Paper Code: U5F01

B.E./B.Tech. DEGREE EXAMINATION, NOV 2024

Fifth Semester

Computer Science And Design

21UCD501-VISUAL DESIGN AND COMMUNICATION

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 2 = 20 Marks)

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| 1. Define design. State two primary purposes of design. | CO1-U |
| 2. Create a logo for Universal human values and ethics. | CO2-App |
| 3. Differentiate between tracking and kerning. | CO1-U |
| 4. Design a business card for a Branded Shoe Company. | CO2-App |
| 5. List out the purpose of white space in layout design. | CO1-U |
| 6. Design the front page of a new paper for a major event, such as a natural disaster, political scandal, or sports victory. | CO2-App |
| 7. State the key difference between UI and UX design. | CO1-U |
| 8. What is a UI pattern, and why is it useful in design? | CO1-U |
| 9. What is the difference between user needs and user goals? | CO1-U |
| 10. Why is it important for companies to prioritize user experience? | CO1-U |

PART – B (5 x 16= 80 Marks)

11. (a) Imagine you are designing a logo for a new eco-friendly clothing brand. And briefly explain How you would use colors, shapes, and typography to convey the brand's commitment to sustainability and nature. CO2-App (16)

Or

- (b) Develop a concept for a logo redesign for a sports brand. Discuss how you would use the principles of visual communication, including typography, color theory, and semiotics, to modernize the brand while maintaining its core identity. Explain your design process and how you would ensure that the new logo resonates with the target audience. CO2-App (16)
12. (a) Discuss the key stages of campaign planning, from objective setting to post-campaign analysis. Provide examples for each stage. CO1-U (16)
- Or
- (b) Explain how the concept of visual hierarchy can be applied to different media formats such as print ads, banners, and hoardings. Use specific examples to show how you would organize content to enhance clarity and impact. CO1-U (16)
13. (a) Design a front page of a newspaper for a major event, such as a natural disaster, political scandal or a sports victory. CO2-App (16)
- Or
- (b) Develop a poster design campaign for a music festival. Apply the principles of composition, contrast, and color psychology to engage the audience effectively. CO2-App (16)
14. (a) Discuss the key differences between UI and UX design. Explain how both disciplines contribute to the creation of a successful digital product and provide examples of how they complement each other in real-world applications. CO1-U (16)
- Or
- (b) Describe the role of UI elements and patterns in interface design. Explain how these elements create consistency and familiarity for users, and discuss how designers can leverage UI patterns to improve usability and user satisfaction. CO1-U (16)
15. (a) Create a user journey map for an online retail website. CO2-App (16)
- Or
- (b) Design a chatbot by using UI and UX design that can answer questions about a company's product and services CO2-App (16)