A   Reg. No. : [   ]

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART A - (8 x 1 = 8 Marks)

1. A path made by a moving point.   CO1-U

   (a) Line   (b) Space   (c) Texture   (d) Shape

2. What is the darkest value?   CO1-U

   (a) Black   (b) white   (c) Yellow   (d) Brown

3. What is the primary goal of branding in design?   CO1-U

   (a) Creativity   (b) Recognition   (c) symmetry   (d) Typography

4. What is the term for the space between lines of text in typography?   CO1-U

   (a) Leading   (b) Kerning   (c) Baseline   (d) None of the above

5. Which design principle involves creating a sense of unity and consistency in a   CO1-U
   layout by using similar visual elements throughout?

   (a) Contrast   (b) Repetition   (c) Alignment   (d) Proximity

6. Which type of grid system is commonly used in web design and divides a layout   CO1-U
   into equal columns and rows for consistent alignment?

   (a) Modular grid   (b) Hierarchical grid   (c) Manuscript grid   (d) Baseline grid

7. Which UI element is typically used for user navigation within a website or app?   CO1-U

   (a) Checkbox   (b) Radio button   (c) Dropdown menu   (d) Progress bar

8. What is the first step in the UX design process?   CO1-U

   (a) User testing   (b) Ideation   (c) Prototyping   (d) Research

9. Compare analogs and complementary color   CO1-U

10. Distinguish between magazine layout and newspaper layout.   CO1-U

11. How to design a poster for a specific target audience?   CO1-U

12. What is the interaction style?   CO1-U

PART – C (5 x 16= 80 Marks)

13. (a) Explain Semiotics and different type of signs with examples.   CO1-U   (16)

Or

(b) Write about Elements of design with an example.   CO1-U   (16)

14. (a) A fitness and wellness center wants a logo that motivates and energizes its clients. How would you use visual elements to convey a sense of dynamism, health, and positivity in the logo design?   CO2-App   (16)

Or

(b) A professional photographer needs a business card that highlights their portfolio and contact information. Describe how you would balance the visual impact of the card with essential details.   CO2-App   (16)

15. (a) Explain Why newspaper page makeup is giving so much importance to the application of technology.   CO1-U   (16)

Or

(b) How do you create a visual hierarchy in your layouts?   CO1-U   (16)

16. (a) Explain the general principles and characteristics of User Interface Design.   CO1-U   (16)

Or

(b) What are some of the most critical elements of a user interface?   CO1-U   (16)

17. (a) Imagine you are working on a pamphlet design project for a travel agency that offers various tour packages. How would you use creativity and innovation to make your pamphlet stand out from the crowd? What pamphlet design best practices would you follow in your project?   CO2-App   (16)

Or

(b) Design an app by using UI and UX design that helps people find and book parking spaces in a crowded area. Explain the tools and methods for UX designer research.   CO2-App   (16)

U5F01