

SRM VALLIAMMAI ENGINEERING COLLEGE
(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF
ELECTRONICS AND COMMUNICATION ENGINEERING

QUESTION BANK



VII SEMESTER

1906706 - VISUAL COMMUNICATION

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

QUESTION BANK

SUBJECT : 1906706 - VISUAL COMMUNICATION

YEAR /SEM : IV/VII

UNIT - I: INTRODUCTION

Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model.

PART – A

| Q. No. | Questions | CO | BT Level | Competence |
|--------|---|-----|----------|---------------|
| 1 | Write the importance of human and visual communication. | CO1 | BTL1 | Remembering |
| 2 | Define visual communication. | CO1 | BTL1 | Remembering |
| 3 | What are visual communication skills? | CO1 | BTL1 | Remembering |
| 4 | Compare group communication and mass communication. | CO1 | BTL2 | Understanding |
| 5 | What are the benefits of visual communication? | CO1 | BTL1 | Remembering |
| 6 | Why communication skills are important in professional life? | CO1 | BTL2 | Understanding |
| 7 | Mention the different barriers of communication. | CO1 | BTL2 | Understanding |
| 8 | Write the difference between inter and intra personal communication | CO1 | BTL1 | Remembering |
| 9 | Define stimulation in the context of visualization. | CO1 | BTL1 | Remembering |
| 10 | Write the role of color analysis in visual perception. | CO1 | BTL1 | Remembering |
| 11 | What are visual thinking skills? | CO1 | BTL1 | Remembering |
| 12 | Point out the different types of visual thinking? | CO1 | BTL2 | Understanding |
| 13 | Give examples for physical barriers of communication | CO1 | BTL1 | Remembering |
| 14 | Illustrate primary, secondary and tertiary colours with example. | CO1 | BTL2 | Understanding |
| 15 | Differentiate between warm colours and cool colours. | CO1 | BTL2 | Understanding |
| 16 | What is optical center? | CO1 | BTL1 | Remembering |
| 17 | Define theories of perception. | CO1 | BTL1 | Remembering |

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|----|--|-----|------|---------------|
| 18 | Mention the stages involved in visualizing. | CO1 | BTL1 | Remembering |
| 19 | Why do we need media, culture and society?. | CO1 | BTL2 | Understanding |
| 20 | Differentiate between verbal and non verbal messages. | CO1 | BTL2 | Understanding |
| 21 | What do you mean by visual presentation?. | CO1 | BTL1 | Remembering |
| 22 | Mention the significance of SMCR model. | CO1 | BTL2 | Understanding |
| 23 | Outline the Shannon and Weaver model of communication. | CO1 | BTL2 | Understanding |
| 24 | Summarize the visual elements used in communication. | CO1 | BTL2 | Understanding |

PART – B

| Q. No. | Questions | CO | | BT Level | Competence |
|--------|--|-----|------------|----------|------------|
| 1 | Explain different forms of communication with suitable examples. | CO1 | (13) | BTL3 | Applying |
| 2 | Describe the important visual communication skills required for effective visual communication | CO1 | (13) | BTL4 | Analyzing |
| 3 | What do you mean by visuals? Explain visual elements with examples. | CO1 | (13) | BTL3 | Applying |
| 4 | Discuss the role of visual communication in mobile media. | CO1 | (13) | BTL4 | Analyzing |
| 5 | Design and comment the role and importance of visual communication in societal applications | CO1 | (13) | BTL3 | Applying |
| 6 | Explain the various models of visual communication. | CO1 | (13) | BTL3 | Applying |
| 7 | Analyze the application of psychological concepts of visual communication with examples. | CO1 | (13) | BTL4 | Analyzing |
| 8 | Elaborate the concept of visual culture and explain its role in day-to-day life. | CO1 | (13) | BTL4 | Analyzing |
| 9 | Summarize the evolution of visual communication through films with suitable examples. | CO1 | (13) | BTL3 | Applying |
| 10 | Describe the application of visual communication in commercial context with reference to 3-D visuals, animation and media. | CO1 | (13) | BTL3 | Applying |
| 11 | Explain about media and the various types and functions of traditional media. | CO1 | (13) | BTL3 | Applying |
| 12 | How does the communication take place through facial expression and body language. | CO1 | (13) | BTL4 | Analyzing |
| 13 | Draw the block diagram of SMCR model and explain the components in detail. | CO1 | (13) | BTL4 | Analyzing |
| 14 | Write short notes on (i) Verbal communication. (ii) Non-verbal communication. | CO1 | (7) (6) | BTL3 | Applying |

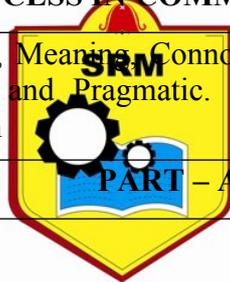
| | | | | | |
|----|---|-----|------------|------|-----------|
| 15 | Elaborate the ways in which communication serves as expression in visual communication | CO1 | (13) | BTL4 | Analyzing |
| 16 | Enumerate the major elements that can be used by marketers or companies. in visual communication. | CO1 | (13) | BTL4 | Analyzing |
| 17 | Write short notes on (i) Visual perception. (ii) Visual culture. | CO1 | (7) (6) | BTL3 | Applying |

PART-C

| | | | | | |
|----|---|-----|------|------|-----------|
| 1. | What are the functions of visual communication? Analyze them with the Indian context. | CO1 | (15) | BTL4 | Analyzing |
| 2 | Illustrate the role of visuals in advertisements and role of communication in developing nations. | CO1 | (15) | BTL3 | Applying |
| 3 | Examine the types and effects of communication barriers with examples. | CO1 | (15) | BTL4 | Analyzing |
| 4 | Summarize the characteristics and functions of SMCR model of communication. | CO1 | (15) | BTL3 | Applying |
| 5 | Analyze the concepts, need, importance of human and visual communication with examples. | CO1 | (15) | BTL4 | Analyzing |

UNIT - II: PROCESS IN COMMUNICATION

Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation



| Q. No. | Questions | CO | BT Level | Competence |
|--------|---|-----|----------|---------------|
| 1 | List the steps involved in the process of communication. | CO2 | BTL1 | Remembering |
| 2 | Define visual processing. | CO2 | BTL1 | Remembering |
| 3 | What are the steps of the visual process? | CO2 | BTL1 | Remembering |
| 4 | Mention the two levels of meaning in communication process. | CO2 | BTL2 | Understanding |
| 5 | How do visual images communicate messages? | CO2 | BTL2 | Understanding |
| 6 | Outline the importance of visual messages. | CO2 | BTL2 | Understanding |
| 7 | Name the visual communication tools. | CO2 | BTL1 | Remembering |
| 8 | Point out the use of denotation in communication process. | CO2 | BTL2 | Understanding |
| 9 | Write the significance of connotation. | CO2 | BTL1 | Remembering |
| 10 | Justify that Codes as a context for interpreting signs. | CO2 | BTL2 | Understanding |
| 11 | Differentiate between denotation and connotation. | CO2 | BTL2 | Understanding |
| 12 | Write the types of visual methodologies. | CO2 | BTL1 | Remembering |

| | | | | |
|----|---|-----|------|---------------|
| 13 | Point out the codes used for interpreting signs. | CO2 | BTL2 | Understanding |
| 14 | What are the three levels of linguistic meaning? | CO2 | BTL1 | Remembering |
| 15 | Define linguistic communication. | CO2 | BTL1 | Remembering |
| 16 | List the different domains of pragmatic language. | CO2 | BTL1 | Remembering |
| 17 | Interpret the term semantics with examples. | CO2 | BTL2 | Understanding |
| 18 | Differentiate between semantics and pragmatics. | CO2 | BTL2 | Understanding |
| 19 | Name the two main categories of semantics?. | CO2 | BTL1 | Remembering |
| 20 | Outline the characteristics of pragmatic with examples. | CO2 | BTL2 | Understanding |
| 21 | How a semiotic landscape helps in understanding cultural diversity in a region? | CO2 | BTL2 | Understanding |
| 22 | What are the three types of semiotics? | CO2 | BTL1 | Remembering |
| 23 | Mention the need of narrative representation in semiotics. | CO2 | BTL2 | Understanding |
| 24 | Write the principle of visual semiotics. | CO2 | BTL1 | Remembering |

| PART B | | | | | |
|---------------|---|-----|------|----------|------------|
| Q. No. | Questions | CO | | BT Level | Competence |
| 1 | Draw the block diagram of communication process and analyze the importance of communication. | CO2 | (13) | BTL4 | Analyzing |
| 2 | Tabulate the difference between Business Communication and General Communication. | CO2 | (13) | BTL4 | Analyzing |
| 3 | Summarize the seven principles required for effective communication process. | CO2 | (13) | BTL3 | Applying |
| 4 | Write short notes on (i) Personal communication (ii) Social communication | CO2 | (13) | BTL3 | Applying |
| 5 | Explain the two important branches of linguistics. | CO2 | (13) | BTL3 | Applying |
| 6 | Compare and contrast the characteristics of denotation and connotation. | CO2 | (13) | BTL4 | Analyzing |
| 7 | (i) Write the significance of culture codes. (ii) Explain the type of codes used for interpreting signs. | CO2 | (13) | BTL3 | Applying |
| 8 | Describe the different levels of communication with examples. | CO2 | (13) | BTL3 | Applying |
| 9 | Elaborate on semiotic sign language interpretation. | CO2 | (13) | BTL4 | Analyzing |
| 10 | Examine the characteristics of semantics and pragmatics with examples | CO2 | (13) | BTL4 | Analyzing |
| 11 | Explain the classification of Semantic Interoperability Problems | CO2 | (13) | BTL3 | Applying |
| 12 | Describe the communication framework employed in visual communication. | CO2 | (13) | BTL4 | Analyzing |
| 13 | Describe the semantic and pragmatic levels of language processing in visual communication. | CO2 | (13) | BTL4 | Analyzing |

| | | | | | |
|----|--|-----|------------|------|-----------|
| 14 | Write short notes on (i) Denotation (ii) Connotation. | CO2 | (7) (6) | BTL3 | Applying |
| 15 | What is semiology?. Explain its theory and facts with suitable examples. | CO2 | (13) | BTL3 | Applying |
| 16 | Analyze the relationship between culture and communication. | CO2 | (13) | BTL4 | Analyzing |
| 17 | Explain the importance narrative representation in visual presentation. | CO2 | (13) | BTL3 | Applying |

PART-C

| | | | | | |
|----|---|-----|------|------|-----------|
| 1. | Analyze the different types of semantics and pragmatics in linguistics. | CO2 | (15) | BTL4 | Analyzing |
| 2 | Examine the major differences between semantics, pragmatics with examples. | CO2 | (15) | BTL4 | Analyzing |
| 3 | Describe the conceptual model for understanding of semantic and pragmatic interoperability. | CO2 | (15) | BTL3 | Applying |
| 4 | Summarize the systematic study of sign processes (semiosis) and meaning making. | CO2 | (15) | BTL3 | Applying |
| 5 | Describe the semiotic landscape involving language and visual communication. | CO2 | (15) | BTL4 | Analyzing |

UNIT - III: SEMIOLOGY

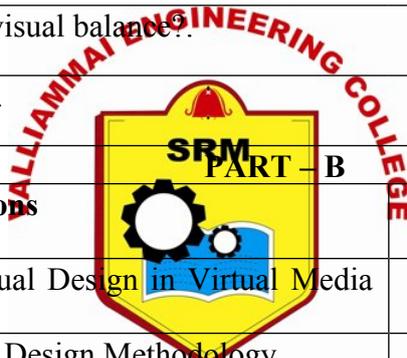
Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture, Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

PART - A

| Q. No. | Questions | CO | BT Level | Competence |
|--------|---|-----|----------|---------------|
| 1 | Write the key factors to achieve user-friendly design | CO3 | BTL1 | Remembering |
| 2 | Define eye tracking. | CO3 | BTL1 | Remembering |
| 3 | What is visual cognition. | CO3 | BTL1 | Remembering |
| 4 | Mention the different elements of design. | CO3 | BTL2 | Understanding |
| 5 | State the importance of dots in visual design. | CO3 | BTL1 | Remembering |
| 6 | Define line and its use in visual art. | CO3 | BTL1 | Remembering |
| 7 | List the types of lines used in visual art. | CO3 | BTL1 | Remembering |
| 8 | Illustrate the use of shapes in the design. | CO3 | BTL2 | Understanding |
| 9 | Compare positive and negative space. | CO3 | BTL2 | Understanding |
| 10 | Summarize about the texture and its parts. | CO3 | BTL2 | Understanding |
| 11 | Point out the role of pattern in visual design. | CO3 | BTL2 | Understanding |

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|----|---|-----|------|---------------|
| 12 | Outline the significance of worst and a best design. | CO3 | BTL2 | Understanding |
| 13 | Infer the relationship between space and shape. | CO3 | BTL2 | Understanding |
| 14 | How do we create the movement in the design? | CO3 | BTL2 | Understanding |
| 15 | Differentiate between repetition and rhythm | CO3 | BTL2 | Understanding |
| 16 | Mention the importance of emphasis in the design. | CO3 | BTL2 | Understanding |
| 17 | List the different ways for achieving good proportion | CO3 | BTL1 | Remembering |
| 18 | Compare proportion and unity. | CO3 | BTL2 | Understanding |
| 19 | Point out the parameters to achieve unity in design | CO3 | BTL2 | Understanding |
| 20 | Write the relationship between line and shape. | CO3 | BTL1 | Remembering |
| 21 | Name the basic principles of design. | CO3 | BTL1 | Remembering |
| 22 | Define visual balance | CO3 | BTL1 | Remembering |
| 23 | What are the two basic forms of visual balance?. | CO3 | BTL1 | Remembering |
| 24 | What is meant by radial balance?. | CO3 | BTL1 | Remembering |

| Q. No. | Questions | CO | | BT Level | Competence |
|--------|--|-----|------|----------|------------|
| 1 | Illustrate the applications of Visual Design in Virtual Media Paradigm | CO3 | (13) | BTL3 | Applying |
| 2 | Summarize the concept of Visual Design Methodology. | CO3 | (13) | BTL3 | Applying |
| 3 | Examine the relationship between design and innovation performance at the firm level | CO3 | (13) | BTL4 | Analyzing |
| 4 | Give a detailed report on Visual Design with necessary examples. | CO3 | (13) | BTL3 | Applying |
| 5 | Elaborate the elements of design with necessary sketches. | CO3 | (13) | BTL4 | Analyzing |
| 6 | Explain line and categorize its types with necessary illustrations. | CO3 | (13) | BTL4 | Analyzing |
| 7 | Illustrate the concept of shape and its types with necessary examples. | CO3 | (13) | BTL3 | Applying |
| 8 | Discuss the importance of depth in design with examples. | CO3 | (13) | BTL4 | Analyzing |
| 9 | Elaborate about the space and its types with necessary illustrations. | CO3 | (13) | BTL4 | Analyzing |
| 10 | What are the roles and basic responsibilities of the designer and explain in detail. | CO3 | (13) | BTL3 | Applying |
| 11 | Assess the difference between symmetric and asymmetric balance in visual design. | CO3 | (13) | BTL4 | Analyzing |



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|----|--|-----|------|------|-----------|
| 12 | Write short notes on (i) Emphasis (ii) Visual economy | CO3 | (13) | BTL3 | Applying |
| 13 | Summarize the importance of texture in visual design and its types. | CO3 | (13) | BTL3 | Applying |
| 14 | Illustrate a rough design by using different elements. | CO3 | (13) | BTL3 | Applying |
| 15 | Elaborate the principles of design with necessary sketches. | CO3 | (13) | BTL4 | Analyzing |
| 16 | Describe the concept of balance and its types with necessary sketches. | CO3 | (13) | BTL4 | Analyzing |
| 17 | Analyze the function and importance of unity in layout design. | CO3 | (13) | BTL4 | Analyzing |

PART-C

| | | | | | |
|----|--|-----|------|------|-----------|
| 1. | Illustrate the case studies of visual design in virtual media technology. | CO3 | (15) | BTL3 | Applying |
| 2 | Analyze the concept of design centrality and design investments. | CO3 | (15) | BTL4 | Analyzing |
| 3 | Explain about the selection of elements to achieve good design. | CO3 | (15) | BTL3 | Applying |
| 4 | Describe an illusion of balance and visual weight to improve the viewers satisfaction level. | CO3 | (15) | BTL4 | Analyzing |
| 5 | Compare and contrast symmetric, asymmetric and radial balance in visual design. | CO3 | (15) | BTL4 | Analyzing |

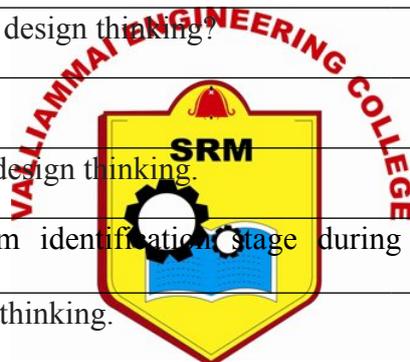
UNIT - IV: DESIGN PROCESS

Principles of Visual and other Sensory Perceptions- Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, Implementation.

PART – A

| Q. No. | Questions | CO | BT Level | Competence |
|--------|--|-----|----------|---------------|
| 1 | Give the range of visible spectrum. | CO4 | BTL1 | Remembering |
| 2 | Define visual perception | CO4 | BTL1 | Remembering |
| 3 | What is visual memory system? | CO4 | BTL1 | Remembering |
| 4 | List the components of visual memory system. | CO4 | BTL2 | Understanding |
| 5 | Summarize the principle of proximity. | CO4 | BTL2 | Understanding |
| 6 | State the principle of similarity | CO4 | BTL1 | Remembering |
| 7 | Outline the concept of sensory transduction. | CO4 | BTL2 | Understanding |
| 8 | What is meant by a neuron? | CO4 | BTL1 | Remembering |

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|----|---|-----|------|---------------|
| 9 | Compare sensory and motor neurons. | CO4 | BTL2 | Understanding |
| 10 | Mention the functions of photoreceptors. | CO4 | BTL2 | Understanding |
| 11 | How the neurons convert light energy into neural impulses? | CO4 | BTL2 | Understanding |
| 12 | Mention the two complementary theories of color vision. | CO4 | BTL2 | Understanding |
| 13 | Write the concept of trichromatic theory. | CO4 | BTL1 | Remembering |
| 14 | What are the qualities of color theory? | CO4 | BTL1 | Remembering |
| 15 | Define optical illusion. | CO4 | BTL1 | Remembering |
| 16 | Differentiate between visual and optical illusion. | CO4 | BTL2 | Understanding |
| 17 | Name the types of optical illusions. | CO4 | BTL1 | Remembering |
| 18 | List the uses of optical illusions. | CO4 | BTL1 | Remembering |
| 19 | Mention the steps of design thinking process. | CO4 | BTL2 | Understanding |
| 20 | What happens in the test stage of design thinking? | CO4 | BTL1 | Remembering |
| 21 | List the tools of design thinking. | CO4 | BTL1 | Remembering |
| 22 | Mention the use of mind map in design thinking. | CO4 | BTL2 | Understanding |
| 23 | Summarize the role of problem identification stage during design. | CO4 | BTL2 | Understanding |
| 24 | Illustrate the three “I”s of design thinking. | CO4 | BTL2 | Understanding |



PART – B

| Q. No. | Questions | CO | BT Level | Competence |
|---------------|---|-----------|-----------------|-------------------|
| 1 | What are the fundamental organizational principles of visual perception? Explain in detail. | CO4 | (13) | BTL3 Applying |
| 2 | How do we create the relationship between sensation and perception? Explain with necessary diagrams. | CO4 | (13) | BTL3 Applying |
| 3 | Summarize the role and importance of inner workings of the human memory and its limitations. | CO4 | (13) | BTL4 Analyzing |
| 4 | Describe how perceptual set is influenced by an individual's characteristics and mental state. | CO4 | (13) | BTL3 Applying |
| 5 | Elaborate the things that affect the sensory perception system. | CO4 | (13) | BTL3 Applying |
| 6 | (i) What is meant by senses and what are their types? (ii) How are the neural signals interpreted? | CO4 | (8) (5) | BTL3 Applying |
| 7 | Analyze the visual perception theory in color psychology. | CO4 | (13) | BTL4 Analyzing |
| 8 | Explain the importance of sensory receptor and its types in visual perception.. | CO4 | (13) | BTL4 Analyzing |

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|----|---|-----|------------|------|-----------|
| 9 | Describe the different senses of visual sensory system. | CO4 | (13) | BTL3 | Applying |
| 10 | Explain the basic principles and theories of color vision in psychology? | CO4 | (13) | BTL3 | Applying |
| 11 | List and explain the types of optical illusion in visual perception system. | CO4 | (13) | BTL4 | Analyzing |
| 12 | Write short notes on (i) Sensory receptor (ii) Visual Illusion | CO4 | (8) (5) | BTL3 | Applying |
| 13 | Summarize the goals and essential components of design thinking. | CO4 | (13) | BTL3 | Applying |
| 14 | Analyze the role and importance of decision making and implementation stages in design process. | CO4 | (13) | BTL4 | Analyzing |
| 15 | Explain in detail about the colors with symbolic meaning. | CO4 | (13) | BTL4 | Analyzing |
| 16 | Describe the concept of search for solution refinement and analysis during design process. | CO4 | (13) | BTL4 | Analyzing |
| 17 | Elaborate the function and importance of color psychology in visual perception. | CO4 | (13) | BTL4 | Analyzing |

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|---------------|---|-----|------|------|-----------|
| PART-C | | | | | |
| 1. | Describe the basic principles and elements of sensory perception system. | CO4 | (15) | BTL3 | Applying |
| 2 | Analyze the working principle of optical illusion with suitable examples. | CO4 | (15) | BTL4 | Analysing |
| 3 | Elaborate in detail about the different phases of design thinking process in detail | CO4 | (15) | BTL4 | Analysing |
| 4 | Summarize the creative decision making and implementation of visual design process. | CO4 | (15) | BTL3 | Applying |
| 5 | Explain in detail about the basic structure and concept of color psychology and color theories. | CO4 | (15) | BTL4 | Analysing |

UNIT - V: GRAPHIC DESIGN

| Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation. | | | | |
|--|---|-----|----------|---------------|
| PART – A | | | | |
| Q. No. | Questions | CO | BT Level | Competence |
| 1 | Write the basic concept of graphic design. | CO5 | BTL1 | Remembering |
| 2 | Point out the role of graphic design in visual communication. | CO5 | BTL2 | Understanding |
| 3 | Outline the significance of communication in graphic design. | CO5 | BTL2 | Understanding |
| 4 | What should be a designer's priority while creating a design? | CO5 | BTL1 | Remembering |
| 5 | List the components of graphic design? | CO5 | BTL2 | Understanding |

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|----|--|-----|------|---------------|
| 6 | Differentiate between a window polygon and a crossing polygon. | CO5 | BTL2 | Understanding |
| 7 | What are the steps involved in graphic design process? | CO5 | BTL1 | Remembering |
| 8 | List the uses of graphic design. | CO5 | BTL1 | Remembering |
| 9 | What is visual graphics? | CO5 | BTL1 | Remembering |
| 10 | Point out the functions and responsibilities of graphic designer. | CO5 | BTL2 | Understanding |
| 11 | List the qualities of graphic designer | CO5 | BTL2 | Understanding |
| 12 | What is meant by image-based design? | CO5 | BTL1 | Remembering |
| 13 | Compare image-based design with type-based design | CO5 | BTL2 | Understanding |
| 14 | How does brainstorming create ideas in graphic design? | CO5 | BTL2 | Understanding |
| 15 | Give the different ways to get the creative ideas in graphic design. | CO5 | BTL2 | Understanding |
| 16 | Mention the importance of consistency in graphic design. | CO5 | BTL1 | Remembering |
| 17 | Write the difference between graphic design and visual design. | CO5 | BTL1 | Remembering |
| 18 | What are the basic essential qualifications for graphic designer?. | CO5 | BTL1 | Remembering |
| 19 | What is Visual Thinking? | CO5 | BTL1 | Remembering |
| 20 | Mention the types of communication visual art. | CO5 | BTL2 | Understanding |
| 21 | List the tools used for graphic design. | CO5 | BTL1 | Remembering |
| 22 | Write the use of concept mapping in graphic design. | CO5 | BTL2 | Understanding |
| 23 | What is meant by verbal and visual ideas?. | CO5 | BTL1 | Remembering |
| 24 | How do you incorporate feedback into designs? | CO5 | BTL2 | Understanding |

PART – B

| Q. No. | Questions | CO | | BT Level | Competence |
|---------------|--|-----------|------------|-----------------|-------------------|
| 1 | Explain the principles and functions of crucial core graphic design. | CO5 | (13) | BTL3 | Applying |
| 2 | What is color theory and why is it important in graphic design?. | CO5 | (13) | BTL3 | Applying |
| 3 | (i) Write the historical development of design. (ii) How do you measure the success of your designs?. | CO5 | (8) (5) | BTL4 | Analyzing |
| 4 | Explain about the recent research activities in graphic design and its importance for society. | CO5 | (13) | BTL3 | Applying |
| 5 | (i) What is your process to create design? (ii) How can graphic designers overcome creative block?. | CO5 | (8) (5) | BTL3 | Applying |
| 6 | How is designing for print media different from designing for digital media? Explain in detail. | CO5 | (13) | BTL4 | Analyzing |

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|----|--|-----|------------|------|-----------|
| 7 | Summarize the roles and responsibilities of a graphic design in visual communication. | CO5 | (13) | BTL4 | Analyzing |
| 8 | Describe the scope and career opportunities for the graphic designer. | CO5 | (13) | BTL3 | Applying |
| 9 | Explain about project initiation process in graphic design? | CO5 | (13) | BTL3 | Applying |
| 10 | Analyze the characteristics of graphic design while working on a graphic design program. | CO5 | (13) | BTL4 | Analyzing |
| 11 | Elaborate the basic fundamentals of graphic design that has to be followed to understand and reach the target audiences. | CO5 | (13) | BTL4 | Analyzing |
| 12 | Write short notes on (iii) Graphic design execution (iv) Graphic design tools | CO5 | (8) (5) | BTL3 | Applying |
| 13 | Explain the basic essential qualifications and qualities required for graphic designer | CO5 | (13) | BTL3 | Applying |
| 14 | Examine the common visual design mistakes to be identified and rectified before submitting the project. | CO5 | (13) | BTL4 | Analyzing |
| 15 | Analyze the purpose of graphic design and its tools in Visual Communication. | CO5 | (13) | BTL4 | Analyzing |
| 16 | Enumerate the process of developing verbal and visual ideas required for graphic design. | CO5 | (13) | BTL4 | Analyzing |
| 17 | Explain the role of creativity in graphic design with necessary examples. | CO5 | (13) | BTL3 | Applying |



| | | | | | |
|----|--|-----|------|------|-----------|
| 1. | How would you describe the basic principles and source of concept for graphic design and its activities for societal applications. | CO5 | (15) | BTL3 | Applying |
| 2 | Elaborate in detail about the basic steps involved in finalizing the design. | CO5 | (15) | BTL4 | Analyzing |
| 3 | Summarize the qualities, functions and responsibilities of graphic designer. | CO5 | (15) | BTL3 | Applying |
| 4 | Examine how design thinking and visual thinking works together to achieve good design. | CO5 | (15) | BTL4 | Analyzing |
| 5 | Analyze in detail about graphic design is a professional field, comment with examples. | CO5 | (15) | BTL4 | Analyzing |