

Total No. of printed pages = 3

AMT-608/IVC/6th Sem/2017/M

INTRODUCTION TO VISUAL COMMUNICATION

Full Marks – 70

Pass Marks – 28

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Answer any *five* of the following : $5 \times 2 = 10$

- (a) What is visual communication ?
- (b) Define color.
- (c) What is typography ?
- (d) What is saturation ?
- (e) What does CMYK stand for ?
- (f) What is luma ?
- (g) What is mascot ?

[Turn over

2. Answer any *four* questions of the following :

4×5=20

- (a) What are the two main categories of digital image ? Explain.
- (b) What is complementary color scheme ? Quote some examples of such colors.
- (c) How would you differentiate between legibility and readability ?
- (d) For a campaign on 'Cleanliness' which media you feel is most appropriate and why ?
- (e) "To design an effective campaign, planning is must." Explain.

3. Answer the following questions :

- (i) Create a typographic logo for the given subject using serif font. The letterforms may be manipulated slightly

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- (ii) Create simple abstract symbols of the following :

2+2=4

(a) Bus stand

(b) Forest area.

- (iii) Write and transform the name of a flower in the basic shapes like circle, square and triangle.

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4. Answer any *three* questions of the following :
3×10=30

- (a) Explain about the traditional and modern techniques of visual communication.
- (b) "Every color has its own symbolic meaning". Describe any five colors in the same context.
- (c) Define the term design process. Give a broad outline of the design process a designer has to follow explaining each stage.
- (d) In your opinion what would happen if the design is functional but not aesthetic. Justify your answer.