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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 06 / 01/ 2025 **Time:** 09:30 am – 12.30 pm |

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| **School:** School of Design | **Program:** B. Des – Game, Fashion, Product & Space Design |
| **Course Code:** DES2151 | **Course Name:** Visual Perception in Everyday Life |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **19** | **52** | **29** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** |
| **1** | List any five Gestalt principles. | **2 Marks** | **Remembering** | **CO1** |
| **2** | Differentiate between top-down and bottom-up processing in visual perception. | **2 Marks** | **Remembering** | **CO1** |
| **3** | What is the difference between monocular and binocular cues in depth perception? | **2 Marks** | **Understanding** | **CO2** |
| **4** | Name two examples of monocular cues used to perceive depth. | **2 Marks** | **Understanding** | **CO2** |
| **5** | How do binocular cues contribute to depth perception? | **2 Marks** | **Understanding** | **CO2** |
| **6** | Explain the concept of size constancy in visual perception | **2 Marks** | **Understanding** | **CO2** |
| **7** | What is the Müller-Lyer illusion, and how does it demonstrate errors in size perception? | **2 Marks** | **Understanding** | **CO2** |
| **8** | What cognitive processes are involved in the perception of shapes and their interpretation? | **2 Marks** | **Understanding** | **CO2** |
| **9** | Explain the role of visual perception in creating optical illusions in art. | **2 Marks** | **Applying** | **CO3** |
| **10** | How is visual perception applied in user interface (UI) and user experience (UX) design? | **2 Marks** | **Applying** | **CO3** |

**Part B**

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| **Answer the Questions. Total Marks 80** |
| **11.** | **11a** | Discuss the role of depth perception in understanding the visual world, highlighting the significance of monocular and binocular cues.  | **10 Marks** | **Understanding** | **CO2** |
| **11b** | Explain the concept of size constancy and analyze how visual illusions challenge our perception of depth and size. | **10 Marks** |
| **11c** | Provide relevant examples to support your explanation. | **5 Marks** |
| **or** |
| **12.** | **12a** | Explain the process of perceptual organization with reference to figure-ground relationships, Gestalt grouping principles, and object recognition.  | **10 Marks** | **Understanding** | **CO2** |
| **12b** | Discuss how these principles help in interpreting complex visual stimuli. | **10 Marks** |
| **12c** | Provide examples to illustrate their application in everyday life. | **5 Marks** |
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| **13.** | **13a** | Analyze the applications of visual perception in the fields of design, art, and technology.  | **10 Marks** | **Applying** | **CO3** |
| **13b** | Discuss how principles of visual perception, such as depth, color, shape recognition, and Gestalt principles, influence creative and technological innovations.  | **10 Marks** |
| **13c** | Provide examples from fields like graphic design, virtual reality, and visual arts to illustrate your answer. | **5 Marks** |
| **Or** |
| **14.** | **14a** | Discuss the practical implications of visual perception principles in user interface design, advertising, and visual communication. | **10 Marks** | **Applying** | **CO3** |
| **14b** |  Highlight how factors such as color, layout, typography, and visual hierarchy are used to enhance user experience, capture attention, and effectively convey messages.  | **10 Marks** |
| **14c** | Provide examples to support your discussion | **5 Marks** |

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| **15.** | **15a** | Discuss the physiology and psychology of color perception, explaining how the human visual system processes color. | **8 Marks** | **Remembering** | **CO1** |
| **15b** | Explore how cultural influences affect the interpretation and emotional response to colors, providing examples of color meanings in different cultures. | **7 Marks** |
| **Or** |
| **16.** | **16a** | Explain the Gestalt principles of visual perception, including figure-ground organization, proximity, similarity, and continuity.  | **8 Marks** | **Remembering** | **CO1** |
| **16b** | Discuss how these principles help in organizing and interpreting visual stimuli, providing examples to illustrate their application. | **7 Marks** |

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| **17.** | **17a** | **Explain how the perception of shapes, patterns, and textures contributes to cognitive processes such as object recognition and memory.**  | **8 Marks** | **Understanding** | **CO2** |
| **17b** | **Discuss the role of these elements in interpreting visual stimuli and provide examples to illustrate their significance in everyday life.** | **7 Marks** |
| **Or** |
| **18.** | **18a** | Describe the role of perceptual organization in visual processing, focusing on figure-ground relationships, Gestalt grouping principles, and object recognition.  | **8****Marks** | **Understanding** | **CO2** |
| **18b** | Discuss how these concepts work together to help us interpret complex visual scenes, with examples from real-life scenarios. | **7 Marks** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***