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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: DES2151

Course Name: Visual Perception in Everyday Life

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels

CO1

Marks

90

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define top-down processing.	2	CO1	BT1
2	Name a Gestalt principle for motion.	2	CO1	BT1
3	Define perceptual processes.	2	CO1	BT1
4	State one strength of Feature Detection.	2	CO1	BT1
5	Mention the role of Rods in vision.	2	CO1	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Illustrate the visual sensory system pathway with a diagram.	10	CO1	BT3
7	Discuss three theories of visual perception overview.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Explain any three Gestalt principles in detail.	10	CO1	BT2
9	Analyze top-down influences on perception.	10	CO1	BT3

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Identify and describe five (5) Gestalt Laws of Perception. For each law, provide one (1) specific application in User Interface (UI) design, explaining how it improves the user's cognitive experience.	10	CO1	BT2
11	Critically differentiate between the Gestalt laws of Proximity and Common Fate. Illustrate your answer with diagrams and explain how these principles assist the visual system in organizing complex sensory environments.	10	CO1	BT4

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Illustrate the Law of Closure and demonstrate its practical role in object recognition. Use a suitable figure to support your answer.	10	CO1	BT3
13	Define the Law of Proximity. Provide three (3) distinct visual sketches—one abstract and two from interior or UI design—to demonstrate how this law influences the grouping of elements.	10	CO1	BT2