



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JAN 2023**

**Semester** : Semester III - 2021

**Course Code** : DES1106

**Course Name** : Sem III - DES1106 - Basic Visual Design and Tools

**Program** : B.Design - Game Design

**Date** : 10-JAN-2023

**Time** : 9.30AM - 12.30PM

**Max Marks** : 100

**Weightage** : 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

**PART-A**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**3Q X 10M = 30M**

1. What are primary, secondary and tertiary colors.  
(CO3,CO1,CO2) [Knowledge]
2. Explain elements of design.  
(CO3,CO1,CO2) [Knowledge]
3. Create a poster for your textile company branding using illustrator.  
(CO3,CO2,CO1) [Knowledge]

**PART-B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2Q X 15M = 30M**

4. Draw a color wheel.  
(CO1,CO3,CO2) [Comprehension]
5. Recreate 4 mobile app icons.  
(CO1,CO2,CO3) [Comprehension]

**PART-C**

**VIVA / JURY**

**1 X 40M = 40M**

6. Jury/Viva  
(CO2,CO1,CO3) [Application]

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