



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester III - 2021

Course Code : DES2030

Course Name : Sem III - DES2030 - Basics of Visual Design

Program : B.Design - Communication 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. Describe about the Super Unit Form in visual design with the drawing.

(CO3,CO4) [Knowledge]

2. Describe about the Visual language in visual design.

(CO4,CO3,CO5) [Knowledge]

3. Write the importance of negative and positive space in Visual design.

(CO3,CO2,CO4) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Explain about design thinking process before you make any design.

(CO3,CO4,CO5) [Comprehension]

5. Explain with drawing about Rhythm and Repetition in compositions.

(CO5,CO4) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Draw a poster design of Food Brand with tag line with proper detail.

(CO5,CO4) [Application]
