



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester V - 2020

Course Code : BDC303

Course Name : Sem V - BDC303 - Digital Communication for CD

Program : B.Design - Communication Design

Date : 11-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. Write a brief note on AR technology with one example.

(CO1,CO2) [Knowledge]

2. What is the difference between aspect ratio and resolution?

(CO3,CO1) [Knowledge]

3. What is diptych?

(CO1) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Explain why the 60:30:10 rule is important and make a small composition/art work using this rule.

(CO4,CO3) [Comprehension]

5. How has emoji evolved to a medium of communication? Sketch an emoji with two scenarios.

(CO4) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Present the image making and sticker making projects and explain.

(CO5,CO4) [Application]
