

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester IV - 2021

Course Code : DES3005

Course Name : Sem IV - DES3005 - Applied Visual Design

Program : BDC

Date : 19-JUN-2023

Time : 1.00PM - 4.00PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. Write any 5 definitions from the below mentioned?
1) Semiotics 2) Signifier 3) Signified 4) Convention 4) Motivation 5) Anchorage 6) Relay
(CO1) [Knowledge]
2. What is Visual Journalism?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. What is Semiotics?
(CO4) [Comprehension]
4. What are the components of Semiotics? Explain in detail?
(CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 60 = 60M)

5. Jury submission, assignments done in class
(CO5) [Application]