

Roll No.

Total Pages : 3

327203

May-2026

B.Sc. VCMT - II SEMESTER

Design Fundamentals

(VCU-106-V)

Time : 3 Hours]

[Maximum Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART - A

1. (a) Define design in visual communication. (1.5)
- (b) Identify any two elements of design. (1.5)
- (c) What is meant by balance in design? (1.5)
- (d) Define contrast as a design principle. (1.5)
- (e) What is typography? (1.5)
- (f) Define colour harmony. (1.5)

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- (g) What is meant by layout? (1.5)
- (h) Define visual hierarchy. (1.5)
- (i) What is negative space? (1.5)
- (j) State two objectives of good visual design. (1.5)

PART – B

- 2. (a) Explain the elements of design and their role in visual composition with suitable examples. (10)
- (b) Describe how colour and typography influence visual communication? (5)
- 3. (a) Apply the principles of balance, contrast and alignment while designing a magazine page layout. Explain the process. (5)
- (b) Illustrate how visual hierarchy helps guide audience attention in a design. (10)
- 4. Design a conceptual layout plan for a social awareness poster and justify your choice of elements, colours, typography and composition principles. (15)
- 5. (a) Examine how layout and composition affect readability in newspapers or advertisements. (5)
- (b) Differentiate between aesthetic design and functional design with examples. (10)

- 6. (a) Evaluate the effectiveness of typography and colour choices in creating strong visual communication. (10)
 - (b) Assess the importance of simplicity and clarity in modern design practices. (5)
 - 7. Analyze the relationship between design principles and audience perception in print or digital media. (15)
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