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DCGC314

Reg. No.

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III Semester B.V.A. Degree Examination, December/January - 2025/26

GRAPHIC DESIGN (Theory)

Theory of Graphic Design

(SEP Scheme)

Time : 3 Hours

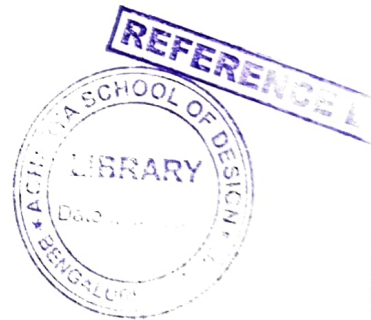
Maximum Marks : 80

SECTION - A

I. MCQs. Attempt any 10 out of 12 questions.

(10×1=10)

1. What is the primary purpose of communication?
 - a) To decorate Messages
 - b) To share information
 - c) To confuse others
 - d) To create barriers
2. Which of the following is not an element of the communication process?
 - a) Sender
 - b) Message
 - c) Feedback
 - d) Color palette
3. Tone, body language, and facial expressions are example of :
 - a) Verbal communication
 - b) Non Verbal communication
 - c) Script development
 - d) Leonography
4. Semiotics helps a designer understand:
 - a) Colour printing techniques
 - b) The meaning behind signs and symbols
 - c) Audio editing
 - d) Typography only
5. Infographics are used to :
 - a) Communicate messages visually
 - b) Write novels
 - c) Record sound
 - d) Perform gestures



[P.T.O.]



6. Early human expressions like gestures and mudras were used for :
 - a) Entertainment
 - b) Communication
 - c) Sculpture only
 - d) Painting landscapes
7. Which of these is an example of prehistoric communication?
 - a) Hieroglyphs
 - b) Cave paintings
 - c) News papers
 - d) Radio
8. Branding in design mainly focuses on :
 - a) Creating a unique identity
 - b) Writing scripts
 - c) Drawing sketches only
 - d) Making films
9. Communication barriers can occur due to :
 - a) Clear messages
 - b) Cultural differences
 - c) Simple visuals
 - d) Feedback
10. Pictographs were mostly used to :
 - a) Record numbers and ideas visually
 - b) Write novels
 - c) Sing songs
 - d) Draw cartoons
11. A designer as a communicator aims to :
 - a) Create decorative objects only
 - b) Craft clear and purposeful messages
 - c) Make sculptures for museums
 - d) Work with clay
12. Visual perception in designs helps to :
 - a) Interpret visual messages
 - b) Build physical structures
 - c) Cook food
 - d) Paint faces



(3)

DCGC314

SECTION - B**II. True or false Attempt All questions.**

(5×2=10)

1. Feedback is not necessary in the communication progress.
2. Icons and symbols are part of visual language in design.
3. Gestures were used by early humans to communicate.
4. Non-verbal communications includes tone of voice.
5. Semiotics studies only written words.

III. One word Answers. Attempt all questions.

(5×2=10)

1. The first form of human writing.
2. A visual tool that simplifies. Complex data.
3. Communication that uses gestures and facial expressions.
4. The person who sends a message in communication.
5. A barrier caused by cultural differences in communication.

SECTION - C**IV. Passage Study. Attempt All Three questions.**

(3×10=30)

1. Title : "Visual Communication in Design".

Visual communication is a way of sending messages using images, symbols, and designs instead of only words. Designers use colors, layouts, fonts, and icons to make information clear and easy to understand. Semiotics is the study of signs and symbols, and it helps designers give meaning to what they create. Visual perception helps the audience understand shapes, colors, and patterns correctly. Designers also need to think about cultural differences, because a symbol or colour may mean one thing in one culture and something different in another. Clear visual communication ensures that the messages is understood quickly and accurately.

Questions:

- a) What type of communication uses images and symbols?
- b) Who ensures correct interpretation of visuals?
- c) Semiotics helps understand the meaning of what?
- d) Which factor can effect visual interpretation?
- e) Which profession primarily works with visual communication?

2. Title : "Elements of Communication"

Communication is a process that helps people share ideas and information. It involves several elements: The sender, the messages, the medium, the receiver, and feedback . The sender creates a message and choose a medium, like speaking, writing, or visuals, to send it. The receiver interprets the messages and sends feedback to the sender. Non-verbal communication, like gestures, facial expressions and tone, can make the message clearer. Miscommunication can happen due to noise , misunderstandings, or cultural differences. Understanding all elements of communication helps designers and people in everyday life send messages clearly and avoid confusion.



[P.T.O.]

**Questions:**

- a) Name the first element of communication.
- b) Which element carries the information?
- c) Non-verbal communication includes which two elements?
- d) What can cause miscommunication?
- e) Which element gives a response to the sender?

3. Title : Early Human Communication"

Before writing and modern tools, early humans found ways to communicate using gestures, sign language, and mudras. They also created cave paintings, pictographs, and carvings to represent stories, ideas, and daily activities. Symbols played an important role in religious and cultural communication helping people remember important events and traditions. These early communication methods were very visual and helped humans share knowledge even without words. Over time, these visual and symbolic methods evolved into written scripts and more complex ways of sharing information. Studying early communication helps designers understand how symbols and visuals can convey meaning effectively.

Questions:

- a) Name one gesture used by early humans.
- b) What type of paintings were used to convey ideas?
- c) Pictographs mainly represent what?
- d) Symbols were used in which two areas?
- e) Name one early method of communication.

SECTION - D**V. Long Answers. Attempt any Two.****(2×10=20)**

1. Explain the communication process with examples of sender, message, medium, receiver, and feedback.
2. Describe a situation showing verbal and non-verbal communication and how each helps in understanding the messages.
3. Describe an example of visual communication using icons or symbols and explain how it conveys a message.

