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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BA VISUAL COMMUNICATION - II SEMESTER**

**SEMESTER EXAMINATION: JULY 2022**

**VC 2215: Visual Design**

Time - 2 ½ hrs Max Marks - 70

**This paper contains ONE printed page and TWO parts**

1. **Answer any FIVE of the following topics in about 150 words each. (5 x 6 = 30)**
2. Colour wheel
3. Visual design
4. Typography
5. Business card
6. Rule of thirds
7. Raster and vector image
8. **Answer any FOUR of the following questions in about 300 words each. (4 x 10 = 40)**
9. Discuss the importance of colours in design. Explain what complementary, split-complementary, analogous and achromatic colours are.
10. Explain in detail the various stages involved in a design process.
11. What are the elements of design? Describe in detail.
12. Discuss in detail the principles of design.
13. “Design is thinking made visual.” – *Saul Bass*. Comment.

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