

This question paper contains 2 printed pages]

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S. No. of Question Paper : 6533

Unique Paper Code : 6292101203

Name of the Paper : Designing Visual Communication

Name of the Course : B.A. (Hons.) Multimedia and Mass
Communication

Type of the Paper : DSC

Semester : II

Duration : 2 Hours

Maximum Marks : 60

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any four questions.

All questions carry equal marks i.e. 15 marks each.

1. What do you mean by visual communication ? Discuss the significance of visual communication in the modern digital era.
2. What are the elements of design ? Explain the basic elements of design with suitable examples.
3. Define the theory of colours and explain the differences between primary, secondary and tertiary colours.
4. Explain the classification of fonts into different families. Provide examples of serif, sans-serif, script and display fonts.

P.T.O.

5. What are the common file formats used for images ? Compare JPEG, PNG, GIF and TIFF in terms of quality, compression, and use cases.
6. Write short notes on any *two* of the following :
 - (a) Tint, Tone and Shade
 - (b) Hue and Saturation
 - (c) Traditional and Folk Media.