

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2009

VC 1805 - VISUAL DESIGN THEORY

Date & Time: 09/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

PART-A

Write brief answers for the following. (50 words each) (10x2=20)

1. Enigmatic
2. Gestalt
3. Staccato
4. Proximity
5. Colour constancy
6. Triadic
7. Chiaroscuro
8. Golden Mean
9. Kinetic
10. Op Art

PART – B

Answer any FIVE of the following in about 200 words each. (5x8=40)

11. All manmade things are extensions of the human body. Substantiate.
12. Explain the relationship between form and function.
13. Give an account of the use of balance in design.
14. Illustrate the effective use of distortion.
15. Analyze the psychological effect of colour.
16. How important is emphasis in the process of design?
17. What sorts of activities stimulate creative process?

PART – C

Answer any TWO of the following in about 400 words each. (2x20=40)

18. Nature is a source of inspiration for design. Explain how.
19. Elaborate on the doing steps involved in design process.
20. How do you critically analyze a work of art? Attempt one.
