Seat No:_____

Enrollment No:	•

PARUL UNIVERSITY FACULTY OF DESIGN

Bachelor in Design, Summer 2021 - 22 Examination

Semester: 4	Date: 30/03/2022 Time: 10:30 am to 12:30 pm	
Subject Code: 18102262		
Subject Name: Theory of Visual communication	Total Marks: 40	
Instructions		
1. All questions are compulsory.		
2. Figures to the right indicate full marks.		

Make suitable assumptions wherever necessary.
Start new question on new page.

0.1	A) Do as directed. (1 mark for each item)	(20)			
×	(Objective type questions - For example MCQ, Fill in the blanks, True or False,				
	Finding errors,				
	Match the following, Cloze test, etc)				
	1. Fill in the blank				
	You can use visual communication toyour audience				
	2. MCQ				
	Some common types of visual communication tools include: (1) Flyers				
	(2) Flow Charts (3) Hoardings (4) Infographics				
	3. True or False				
	You tell a story with your data to inspire the audience				
	4. Match the following:				
	Compare Convey a single important message				
	Inform Show similarities or differences				
	Organize Show correlations				
	Relationships Show groups				
	5.Fill in the blank				
	Art and all its disciplines combine and subjectivity				
	6. True or False				
	Art creates a problem, design solves it				
	7. MCQ				
	How many phases does design thinking consist of: (1) 1-3 (2) 3-7 (3) 5-9 (4) Above 10				
	8. Fill in the blank				
	Design thinking is an and a non-linear process				
	9. True or False				
	Creativity is the key factor in a company's growth				
	10. True or False				
	Creative people are always energetic and more intelligent				
	11. Fill in the blank				
	The first step in any graphic design process has to be the				
	12. True or False				
	Print media is the printed version of telling the news, primarily through newspapers &				
	magazines				
	13. MCQ				
	Types of printmaking include (1) Lithography (2) Screen (3) Intaglio (4) All of the above				
	14. Fill in the blank				
	was introduced at the 1939 World's Fair				
	15. True or False Computers lead to the internet 16. Match the following: Electronic Media Train Stations				

	Print Media	Newspapers			
	Outdoor	Hoardings			
	Transit	Television			
	17. Fill in the blank				
	The most prominent piece of outdoor media is the				
	18. True or False				
	Brand identity is what shapes the company				
	19. Fill in the blank				
	If your product is a physical one, then is the key to attracting the right				
	customers				
	20. True or False				
	Branding could be defined as an experience				
	Q.2 Answer the following questions in brief (Any five out of six)				
	1. What are some of the most common visual communication strategies?				
	2. Why does visual communication matter?				
	3. Design vs Art What is the main difference?				
	4. What is design thinking?				
	5. What are the types Hardware tools for graphic designers?				
	6. What are the 4 types of Cr	eativity?			
Q.3	Q.3 Answer the following questions. (Any 2 out of 3)				
	1. What are the advantages	& disadvantages of Electronic Media?			
	2. Write a note on the differe	nt principles/laws of Gestalt.			
	3. What are the benefits of	consistency in visual identity?			