

Total No. of Pages: 1

Register Number:

**1307**

Name of the Candidate:

**B.Sc. DEGREE EXAMINATION - 2011**

**(DIGITAL MEDIA)**

**(FIRST YEAR)**

**(PART – III: PAPER – I)**

**130. FOUNDATION STUDIES**

*May)*

*(Time: 3 Hours*

Maximum: 100 Marks

**SECTION - A**

**Answer any EIGHT questions. (8 × 5 = 40)**

1. Mention and explain the various characteristics of a good design.
2. Compare mediated and unmediated communication.
3. What do you mean by colour wheel? — explain.
4. Discuss about typeface anatomy.
5. Write about computer hardware.
6. Explain the role of grids.
7. List down the various principles of design.
8. Give the importance of colour psychology.
9. Discuss about edge and transparency.
10. Write about the various stages in design process.

**SECTION - B**

**Answer any THREE questions. (3 × 20 = 60)**

9. With necessary illustrations, explain in detail about creativity.
10. With suitable diagrams. Explain in detail about vector graphics.
11. Discuss in detail about 2D and 3D.
12. Write a detailed note on achromatic, monochromatic and polychromatic colours.
13. Describe in detail about the important parts of a page layout.

%% %% %% %% %%