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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **BA VISUAL COMMUNICATION - II SEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2019** |
| **VC 2218: Visual Design**  |
|  |  |  |  |
| **Time- 2 1/2 hrs** |  | **Max Marks-70** |
|  |  |  |  |
| **This paper contains ONE printed page and TWO parts** |

**I. Answer the following in 150 words each (6X5=30)**

1. Proximity
2. Rule of third
3. Masking
4. Kerning and Leading
5. Vector tools in Photoshop
6. RGB and CMYK

**II. Answer any four of the following questions in 250 words each (4X10=40)**

1. Explain CRAP theory. Do you think designers need to follow this in all designs?
2. *Creativity is the backbone of graphic design.* Elaborate on the statement with suitable examples.
3. Explain the 5 phases of Graphics Design Process.
4. What is color? Explain the key elements of color.
5. Design a Poster by following Gestalt theory principles.