

# T97/BMG110/EE/20151204

Time : 3 Hours

Max. Marks : 80

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## Instructions for the students:

1. All questions are compulsory.
  2. Draw suitable diagrams and sketches wherever necessary.
  3. Assume suitable data if necessary.
  4. Figures to the right indicate full marks.
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1. Answer any eight of the following questions in about 25 to 30 words each. 16
  - a) Name two ways to generate creative ideas.
  - b) Define creativity.
  - c) What is reversal?
  - d) Explain the background of the design method.
  - e) What is a checklist?
  - f) What is a visual weight?
  - g) What is color tone?
  - h) Name two principles of universal design.
  - i) Explain the techniques of block busting.
  - j) Write the guidelines for low physical effort.
  - k) Explain the photoreceptors.
  - l) What is compression.
  
2. Answer any four of the following questions in about 40 to 45 words each. 12
  - a) What is the journalistic six?
  - b) Explain the meaning of visual balance.
  - c) Write a short note on modal vs modeless dialogs.
  - d) Explain the harmony in detail.

- e) Define a blind spot.
  - f) Write a short note on creativity drawing.
3. Answer any four of the following questions in about 40 to 45 words each. 12
- a) Explain the variations in a brainstorming process.
  - b) How can you add variety to your design?
  - c) Write a short note on expansion of design methods.
  - d) Write a note on anomalous trichromacy.
  - e) Explain the graphical user interface in detail.
  - f) Explain the visual effects.
4. Answer any two of the following questions in about 80 to 90 words each. 12
- a) Write the guidelines for low physical effort.
  - b) Explain the design principles.
  - c) Explain your views on brainstorming is an idea generating technique.
5. Answer any two of the following questions in about 80 to 90 words each. 12
- a) Write a note on complimentary colors. Define analogous colors.
  - b) Write a note on the common design principles.
  - c) Write a note on tolerance of error and equitable use.
6. Answer any two of the following questions in about 100 to 120 words each. 16
- a) Explain all design principles.
  - b) Explain the principles of art and composition.
  - c) Explain the block busting techniques.

