TB251746X

Reg. No :.....

Name :.....

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, OCTOBER 2025

2025 ADMISSIONS REGULAR

SEMESTER I - SKILL DEVELOPMENT COMPONENT (SDC) (APPLIED MEDIA STUDIES)

VAMS1SDC01B25 - Introduction to Design

Time : 2 Hours **Maximum Marks : 70**

Part A

Answer all questions from the bunch of CO1. Each question carries 2 mark. (2x3=6)

1. Describe the role of space in layout design. [CO1,Understand]
2. Identify two function of typography in visual communication. [CO1,Understand]
3. Identify two benefit of maintaining consistency in design language. [CO1,Understand]

Part A

Answer all questions from the bunch of CO2. Each question carries 2 mark. (2x3=6)

4. Interpret how the use of warm and cool colours can affect the atmosphere of an interior space. [CO2,Understand]
5. Describe the role of colour psychology in influencing consumer emotions in advertising. [CO2,Understand]
6. Apply the principle of continuity to guide viewers' attention through a product advertisement in a smooth, logical flow. [CO2,Apply]

Part A

Answer all questions from the bunch of CO3. Each question carries 2 mark. (2x3=6)

7. Analyse how the balance of text and images affects reader engagement in a newspaper or magazine. [CO3,Analyse]
8. Analyse the role of colour and texture in enhancing the depth, contrast, and mood of print media design. [CO3,Analyse]
9. Analyse the effectiveness of white space in improving readability and focus in magazine design. [CO3,Analyse]

Part A

Answer all questions from the bunch of CO4. Each question carries 2 mark. (2x3=6)

10. Argue whether AI-powered generative design supports or undermines human creativity in ethical design practice. [CO4,Evaluate]
11. Critique the role of persuasion in design—when does it cross the line from ethical influence to manipulation? [CO4,Evaluate]
12. Assess the ethical implications of addictive design patterns used by social media platforms. [CO4,Evaluate]

Part B

Answer any 2 questions from the bunch of CO1. Each question carries 6 mark. (6x2=12)

13. Discuss the importance of space and typography in improving readability. [CO1,Understand]
14. Discuss the benefits of efficiency and collaboration in maintaining a design system. [CO1,Understand]
15. Explain the role of font1s and icons in building a design language. [CO1,Understand]

Part B

Answer any 2 questions from the bunch of CO2. Each question carries 6 mark. (6x2=12)

16. Apply the design principle of contrast to explain how an event invitation can be made visually striking. Illustrate your answer with suitable examples. [CO2,Apply]

17. Describe the role of alignment and repetition in creating professional layouts. [CO2,Understand]

18. Classify the different types of graphic elements (line, shape, pattern, texture, type) with examples from advertisements. [CO2,Understand]

Part B

Answer any 2 questions from the bunch of CO3. Each question carries 6 mark. **(6x2=12)**

19. Analyse the impact of colour palettes on brand identity and audience perception in magazine design. Provide examples to justify your statement [CO3,Analyse]

20. Describe the role of visual hierarchy in guiding reader attention in magazine design. [CO3,Understand]

21. Analyse the effectiveness of imagery and graphics in enhancing storytelling within print advertisements. [CO3,Analyse]

Part C

Answer any 1 question from the bunch of CO4. Each question carries 10 mark. **(10x1=10)**

22. Analyse the ethical and social implications of integrating animation, gaming, and music into Kerala's new ICT school curriculum , considering how such design decisions influence creativity, accessibility, and educational equity. [CO4,Analyse]

23. Evaluate the responsibilities of designers in ensuring fairness and inclusivity when developing AI-assisted design tools. [CO4,Evaluate]