TB2517006Y

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)

VAMS1SDC02B25 - Introduction to Layout and Composition

Time : 1.5 Hours **Maximum Marks : 50**

Part A

Answer all questions. Each question carries 1 mark. (1x10=10)

1. Discuss the function of repetition in design [CO1,Understand]
2. Explain the scope of visual communication [CO1,Understand]
3. Explain the significance of file formats like PNG or JPEG in visual communication. [CO1,Understand]
4. Explain the concept of page design. [CO2,Understand]
5. Identify the difference between PNG and JPEG file formats. [CO2,Understand]
6. Explain the role of typography in enhancing readability. [CO2,Understand]
7. Describe white space in design. [CO3,Understand]
8. Differentiate between a typeface and a font1. [CO3,Understand]
9. Explain justified alignment in typography? [CO3,Apply]
10. Explain 'Value' in colour theory [CO4,Understand]

Part A

Answer any 2 questions from the bunch of CO1. Each question carries 5 mark. (5x2=10)

11. Show how space and form contribute to clarity and depth in visual design. [CO1,Understand]
12. Describe how visual storytelling enhances the effectiveness of page design. [CO1,Understand]
13. Explain the principle of proximity with examples from page design. [CO1,Understand]

Part B

Answer any 2 questions from the bunch of CO2. Each question carries 5 mark. (5x2=10)

14. Describe how branding consistency is achieved through page design elements. [CO2,Understand]
15. Explain which file format INDD, PDF, PNG, JPEG would be most suitable for: a brochure draft, a company logo, an online product image, and a print-ready flyer. [CO2,Apply]
16. Explain with examples how layout guides the viewer's eye in print or digital media. [CO2,Understand]

Part B

Answer any 2 questions from the bunch of CO3. Each question carries 5 mark. (5x2=10)

17. Describe the importance of colour wheel and explain different elements in colour wheel [CO3,Understand]
18. Describe complementary, analogous, and triadic colour schemes with examples. [CO3,Understand]
19. Compare serif and sans-serif typefaces with their uses and examples. [CO3,Understand]

Part C

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

20. Compare and contrast the use of INDD, PDF, PNG, and JPEG formats in design production and communication. [CO4,Analyse]

21. Critically analyse how principles of design are applied in a contemporary media layout (e.g., magazine cover, webpage, or social media post) to achieve both aesthetic appeal and effective communication. [CO4,Analyse]