

**MANIPAL UNIVERSITY****SIXTH SEMESTER B.A. (ID) DEGREE EXAMINATION – MAY 2017****SUBJECT: BID 314 – REPRESENTATION TECHNIQUES**

Tuesday, May 09, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Question 1 is compulsory. Answer any **THREE** out of Question 2, 3, 4 and 5.

1. Explain the role of Moodboards, Collages and Mind Maps in the design Process. Support your answer with relevant examples and sketches.

((5 × 3) + 5 = 20 marks)

2. What do you understand by Gestalts Principles of psychology? Explain its usefulness in Logo Design.

(10 marks)

- 3A. Explain the difference between Skeuomorphism and Flat Design.

- 3B. Design a layout for a Flier/Handout for a wildlife tour. Also define a color palette for the same.

(5+5 = 10 marks)

4. Write a short note on different types of font-families.

(2 × 5 = 10 marks)

- 5A. Explain with suitable examples the Rule of Thirds in graphic Design.

- 5B. Explain the significance of infographics.

(5+5 = 10 marks)

