

MANIPAL ACADEMY OF HIGHER EDUCATION
SIXTH SEMESTER B.DES (ID)/B.A. (ID) DEGREE EXAMINATION – APRIL 2018
SUBJECT: BID 314 – REPRESENTATION TECHNIQUES

Wednesday, April 25, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ **Question No. 1 is compulsory. Answer any THREE from Question No. 2, 3, 4 and 5.**
- ✍ **Support the answers with relevant sketches.**

1. Design a webpage for a fashion brand. Justify your answer on the selection criteria of the design.

(20 marks)

2. "Color can convey mood, attribution, attention and can identify objects." Justify the statement with suitable example.

(2½ marks × 4 = 10 marks)

3. What do you mean by Golden Ratio? Explain the significance use of it in a layout design with suitable example.

(3+7 = 10 marks)

- 4A. Explain the significance of Infographics.

- 4B. Explain the role of mind map and mood board in design process.

(4+6 = 10 marks)

5. **Write a short note on:**

- 5A. Skeuomorphism

- 5B. Typographic alignment

(5+5 = 10 marks)

