

Reg. No.:



Y7552

Name:

University of Kerala

Fourth Semester FYUGP Degree Examination, May 2026

Skill Enhancement Courses

JOURNALISM

UK4SECJMC200 - Visual Design

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

**Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions**

Qn No.	Question	CL	CO
1	Define visual perception.	RE	1
2	Identify one gestalt principle	RE	2
3	Explain unity in design	UN	3
4	Define SaaS ?	UN	1
5	Explain emphasis in design	UN	2
6	Outline the term used for colours that are opposite each other on the colour wheel.	UN	2

Part B. 8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Illustrate how feedback as a principle of interaction design enhance user experience.	UN	3
8	Explain the key principles of design with examples.	UN	1
9	Examine white space in design	AP	3
10	Classify RGB and CMYK colour models.	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A)	AP	2, 2

Qn No.	Question	CL	CO
	Examine modern colour models used in visual design. OR B) Examine different colour schemes used in visual design		
12	A) Analyse the importance of UI design OR B) Discuss in detail the differences between design systems and style guides in visual design.	AN	3, 3
13	A) Evaluate the importance of understanding visual perception for someone who designs posters and banners. Why is it more than just an aesthetic concern? OR B) Evaluate the essential elements of visual design.	EV	1, 1
14	A) Create a chart to compare the features of any two design software of your choice. OR B) create a visual identity for a new college club of your choice. Name the club, choose a colour palette and explain why these choices suits.	CR	4, 4