K26FY0346 Pages: 2 Reg No:.....
Name:.....

Fourth Semester FYUGP Degree (Reg) Examination April 2026

KU4DSCJMC212 - DESIGN AND LAYOUT FOR MEDIA

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. State any three stages of the design process.
2. Explain the role of white space (negative space) in design.
3. Give a clear explanation of typography.
4. Distinguish between tint, shade, and tone.
5. Briefly explain analogous colour harmony.
6. Define design theory.
7. Define the Law of Continuity.
8. What is Hick's Law?

SIR SYED COLLEGE
CENTRAL LIBRARY

Section B

Answer any 4 questions. Each carry 6 marks.

9. Outline the major categories of typefaces and explain their practical uses.
10. Explain the importance of spacing techniques such as kerning and leading in professional layouts.
11. Describe how colour selection influences brand identity and visual appeal.
12. Discuss the Law of Prägnanz and its role in creating simple and effective designs.
13. Explain how reducing choices improves user experience according to Hick's Law.
14. Compare Visual Hierarchy and Balance in terms of function and purpose in communication design.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Discuss the impact of unethical design practices on society and business reputation.

16. Discuss how modern designers balance minimalism and maximalism in contemporary layouts.

17. Critically analyze how principles of design enhance visual communication effectiveness. Support your answer with relevant examples.

قل ربّ زدني علما
SIR SYED COLLEGE
CENTRAL LIBRARY