



QP – 441

V Semester B.V.A. Examination, March/April 2022
(CBCS) (F + R)
(2017 – 18 and Onwards)
ANIMATION AND MULTIMEDIA
AN/PD 5.2 : Theory of Design

Time : 3 Hours

Max. Marks : 70

SECTION – A

I. Answer the following.

(5×2=10)

- 1) What is meant by culture difference ?
- 2) Explain a few words about T. Hall's Proxemics Theory.
- 3) RGB, CMYK – Abbreviations.
- 4) Proxemics.
- 5) Define Gestalt principle.

II. Answer **any 5** of the following.

(5×5=25)

- 1) What are the qualities of a designer ?
- 2) What do you know about Robert Summer and Augustus Kinzel ?
- 3) Explain the stages of the design process in detail.
- 4) What effects enhances the design ?
- 5) Do we really need to satisfy the customer's needs as designer ? Why ?
- 6) What do you know about Edward T. Huse.

SECTION – B

III. Answer **any 2** of the following.

(2×10=20)

- 1) Why is the Gestalt principle followed by a designer ? Explain its importance.
- 2) What is meant by the Gestalt principle ?
- 3) Explain the classroom seating arrangement theory.

IV. Answer **any 1** of the following.

(1×15=15)

- 1) Explain the cultural differences of various communities and geographical locations. Does the culture really affects human behaviour ?
 - 2) Explain Maslow's Hierarchy theory in detail with an appropriate diagram.
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