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reviewer4@nptel.iitm.ac.in ▼

Courses » Visual Communication Design for Digital Media

Announcements **Course** Ask a Question Progress FAQ



Unit 5 - Week 4

Register for Certification exam

Course outline

How to access the portal

Week 1

Week 2

Week 3

Week 4

- Visual Design Methodology- 2_Generic Design
- Visual Design Methodology- 3_Animation
- Visual Design Methodology- 4_web design
- Visual Design Methodology- 5_graphic-design
- Case Studies of Visual Design on Digital Paradigm
- Quiz : Assignment 4
- Solution for Assignment-4

Assignment 4

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-02-27, 23:59 IS**

1) A collage generated during conceptual design stage to depict the visual style of the design project is called: **1 point**

- Storyboard
- Moodboard
- Infographics
- Low-fidelity design

No, the answer is incorrect.

Score: 0

Accepted Answers:

Moodboard

2) The design method for graphic design proposed by Donald Norman is called

No, the answer is incorrect.

Score: 0

Accepted Answers:

(Type: String) Double Diamond Method

1 point

3) The target audience/ users and potential users for the final product in this case web application/ web design is termed as **1 point**

- Persona
- Scenario
- Product positioning
-

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4) Balsamiq is a software, which helps in the following design stage:

1 point

- Generation of High fidelity design
- Generation of Scenario
- Generation of Persona
- Generation of wire frames

No, the answer is incorrect.

Score: 0

Accepted Answers:

Generation of wire frames

5) Information Architecture is generated during the process of human-computer interaction design. Which of the following sentences is not correct about Information Architecture?

1 point

- It is the sequential structure of any user-interface design.
- It is the functional part user-interface design and does not incorporate visual communication design part of the interface.
- It is the final stage of design and should be generated based on the high-fidelity design after several user testing.
- Information architecture helps to derive the wire-frame of any web application.

No, the answer is incorrect.

Score: 0

Accepted Answers:

It is the final stage of design and should be generated based on the high-fidelity design after several user testing.

6) Jakob Nielsen's F-shaped pattern for reading web-based content, is derived by the following process:

1 point

- Visual ergonomics study, through observation and questionnaire survey based on legibility of printed texts.
- Eye-tracking with several users and generating a Heat Map on dominant fixation points.
- Based on Quality Faction Deployment method
- Image processing and Pattern recognition.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Eye-tracking with several users and generating a Heat Map on dominant fixation points.

7) Kalighat and Midnapur are two centers of Bengal Patachitra. Though there are many visual similarities, they both have some salient features, which makes them different from each other. What are their differences in visual language?

1 point

- Kalighat Patachitra uses gradient shades, while Midnapur Patachitra uses flat bold colours.
- Kalighat Patachitra depicts Hindu mythology, while Midnapur Patachitra is based on Saracenic narrative.
- Kalighat Patachitra uses black outlines, while Midnapur Patachitra does not use them.
- Kalighat Patachitra is based on traditional paintings of Gods and Goddesses, while Midnapur Patachitra is thematically based on socio-political satire.

No, the answer is incorrect.



Score: 0

Accepted Answers:

Kalighat Patachitra uses gradient shades, while Midnapur Patachitra uses flat bold colours.

8) What do you interpret by storyboard?

1 point

- It is a combination of all thematically similar visuals, which depicts the visual language of the design
- It is the key-frame of movie or animation. Story-board contains the details of shots, camera movement, descriptions of sounds, etc.
- It describes the scenography character design and costume design of a movie.
- It is the process of translating a story to adapted screen-play



No, the answer is incorrect.

Score: 0

Accepted Answers:

It is the key-frame of movie or animation. Story-board contains the details of shots, camera movement, descriptions of sounds, etc.

9) What do you understand by 'Wire-frame'?

1 point

- It is the Information architecture of any user-interface design
- This is the high-fidelity prototype used for user-testing
- It describes the task-flow of an interface design
- The low fidelity paper prototype

No, the answer is incorrect.

Score: 0

Accepted Answers:

The low fidelity paper prototype

10) What was the process of designing the animated short film 'Paperman' by Disney?

1 point

- It uses the traditional process of 2D animation. Hand painted images are animated with more than 24 frames per seconds.
- It is a Paper Cutout animation of Stop-motion genre, with less than 24 frames per seconds frame rate.
- It is a 3D animation, but the visual style is later translated into the style of 2D hand painted animation with the help of software.
- It is combination of occidental Disney style with the oriental Manga visual style of animation.

No, the answer is incorrect.

Score: 0

Accepted Answers:

It is a 3D animation, but the visual style is later translated into the style of 2D hand painted animation with the help of software.

Previous Page

End

