

Indian Institute of **Creative Skills**

Sample Entrance Exam Paper

Course: Visual & Communication Design

Total Marks: 50

Section A: Multiple Choice Questions (50 Marks)

1. What does the term “visual communication” mean?
 - a) Using only text to explain ideas
 - b) Conveying messages through images, symbols, and graphics**
 - c) Verbal storytelling
 - d) Background music in films
2. Which of the following is a **primary colour**?
 - a) Red**
 - b) Green
 - c) Purple
 - d) Pink
3. What is the purpose of a **logo** in brand design?
 - a) Describe the brand history
 - b) Visually represent a brand's identity**
 - c) Provide product pricing
 - d) Display customer reviews
4. What tool is commonly used in **graphic design software**?
 - a) Textbook
 - b) Pen tool**
 - c) Typewriter
 - d) Paperweight
5. The term "**contrast**" in design refers to:
 - a) Identical colours used together
 - b) Differences in elements to create visual interest**
 - c) Repeating patterns
 - d) Blurring images
6. Which of these is NOT a principle of design?
 - a) Balance
 - b) Multiplication**
 - c) Emphasis
 - d) Alignment

7. Which software is widely used for vector-based graphics?
 - a) Adobe Photoshop
 - b) Adobe Illustrator**
 - c) MS Paint
 - d) Canva
8. Typography refers to:
 - a) Drawing sketches
 - b) Art and technique of arranging type/fonts**
 - c) Writing a story
 - d) Photographing text
9. What is the **rule of thirds** in design?
 - a) Dividing a space into 9 parts to align elements**
 - b) Using three fonts in a design
 - c) Making a design in three colours only
 - d) A method of printing
10. Which of the following colour combinations shows **complementary colours**?
 - a) Red and pink
 - b) Blue and green
 - c) Red and green**
 - d) Yellow and orange
11. The term “**white space**” in design refers to:
 - a) A blank paper
 - b) Empty areas around design elements**
 - c) Painting with white
 - d) Colourless backgrounds
12. In communication design, **target audience** means:
 - a) The competitors
 - b) The people for whom the design is made**
 - c) The design team
 - d) The company's logo designer
13. A mood board helps in:
 - a) Cost estimation
 - b) Collecting visual references and inspiration**
 - c) Writing stories
 - d) Printing posters
14. What is the purpose of **icons** in design?
 - a) Add decorations

- b) Represent ideas visually and simply**
- c) Increase text size
- d) Replace images

15. A **high-resolution image** is preferred in print design because:

- a) It prints faster
- b) It saves colour
- c) It looks sharper and clearer**
- d) It's smaller in size

16. CMYK is used in:

- a) Screen design
- b) Print design**
- c) Animation
- d) Coding

17. Which of these is a **sans-serif font**?

- a) Times New Roman
- b) Arial**
- c) Garamond
- d) Georgia

18. **Storyboarding** is used to:

- a) Plan visual sequence for videos or animations**
- b) Create web banners
- c) Print greeting cards
- d) Adjust colour palette

19. What does DPI stand for in digital printing?

- a) Design Pattern Indicator
- b) Dots Per Inch**
- c) Digital Page Image
- d) Data Point Index

20. The most important visual hierarchy is achieved through:

- a) Background music
- b) Size, colour, and placement of elements**
- c) Paragraphs
- d) Grammar

21. What is a **mockup** in design?

- a) A model showing how the final design will look**
- b) A file for printing

- c) A design failure
- d) A backup version

22. JPEG format is commonly used for:

- a) Audio files
- b) Compressed images**
- c) Video files
- d) Vector drawings

23. **Grids** in layout design help with:

- a) Adding effects
- b) Organizing content and alignment**
- c) Changing fonts
- d) Increasing resolution

24. Which of the following is considered a **visual noise**?

- a) White background
- b) Too many competing design elements**
- c) Consistent layout
- d) Clear icon use

25. What does **UI** stand for in UI/UX design?

- a) User Interface**
- b) Ultimate Icon
- c) Unique Image
- d) User Integration

26. Visual branding includes:

- a) Pricing and inventory
- b) Logo, colour palette, and design elements**
- c) Legal documents
- d) Advertisement cost

27. A **flat design** is known for:

- a) Using shadows
- b) Simple, two-dimensional, clean look**
- c) Rotating elements
- d) 3D animations

28. What is a wireframe?

- a) A type of font
- b) A simple layout structure for web or app design**
- c) A 3D graphic
- d) A printing frame

29. Which of the following best defines **visual hierarchy**?

- a) Level of brightness
- b) Arrangement that shows importance of elements**
- c) Size of paper
- d) Animation frames

30. Which of the following is an example of **interactive media**?

- a) Newspaper
- b) Website**
- c) Poster
- d) Billboard

31. A GIF is:

- a) Static image
- b) Moving image loop**
- c) Text file
- d) Sound file

32. What is the main goal of **communication design**?

- a) To visually deliver a message clearly and effectively**
- b) To confuse the viewer
- c) To decorate the screen
- d) To fill empty spaces

33. RGB is mainly used for:

- a) Books
- b) Screens and digital media**
- c) Posters
- d) Print brochures

34. Which of the following tools is most important for a layout designer?

- a) Grid system**
- b) Audio editor
- c) Video transition tool
- d) Crop tool

35. Design feedback is important because:

- a) It delays the project
- b) It improves the quality and relevance of design**
- c) It makes design confidential
- d) It's part of billing

36. What is **kerning** in typography?

- a) Line spacing

b) Space between individual letters

c) Font type

d) Colour of text

37. Which of these colours best represents trust in brand identity?

a) Red

b) Orange

c) Blue

d) Black

38. What is a favicon?

a) App logo

b) Small website icon shown in browser tab

c) Email footer

d) Font setting

39. A callout in infographics usually highlights:

a) Website code

b) Key information or data point

c) Random image

d) Legal terms

40. The term “layout” in design means:

a) Brand concept

b) Arrangement of visual elements on a page

c) Colour type

d) Print size

41. What is the use of mood and tone in visual design?

a) Define brand pricing

b) Evoke emotions and communicate feelings

c) Schedule the meeting

d) Organize text

42. Raster graphics are made of:

a) Mathematical paths

b) Pixels

c) Layers

d) Frames

43. Design used to promote environmental awareness is called:

a) Retail design

b) Industrial design

c) Social impact design

d) Commercial design

44. Animated graphics used in social media are also known as:

a) Motion graphics

b) Typography

c) Doodles

d) Maps

45. The visual golden ratio helps designers:

a) Edit images

b) Create balanced and aesthetically pleasing designs

c) Print faster

d) Choose typography

46. Which is an example of non-verbal communication?

a) Phone call

b) Body language and gestures

c) Email

d) Lecture

47. The target of communication design in advertising is to:

a) Criticize media

b) Influence buying behaviour

c) Build houses

d) Develop video games

48. Accessibility in design means:

a) More graphics

b) Easy usage for people with disabilities

c) Removing text

d) Enlarging all icons

49. Which of these is NOT a visual element?

a) Smell

b) Line

c) Shape

d) Colour

50. An infographic is useful because it:

a) Confuses readers

b) Is expensive

c) Presents data visually and simply

d) Requires coding