



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)



VITMEE

**M.Des. SYLLABUS FOR
ENTRANCE EXAMINATION 2024**

V-SIGN
VIT School of Design

Admission To
**M.Des. Degree Programme
(2024-2025)**

A PLACE TO LEARN; A CHANCE TO GROW

VITMEE SYLLABUS

TOTAL MARKS: 100

DURATION: 2 HOURS

TEN QUESTIONS FROM EACH UNIT

10 QUESTIONS * 8 UNITS * 1 MARK = 80 MARKS

1. **FUNDAMENTALS OF DESIGN** - 10 Questions

Design fundamentals are a collection of essential elements, used as the basis to create engaging designs and user experiences.

Lines – Vertical - Horizontal – Diagonal - Transversal Line - Intersecting Lines - Parallel Lines,

Shapes – 2D shapes – 3D shapes – Geometric Shapes, **Color** – Primary - Secondary –

Tertiary, **Typography** – Typeface – Kerning – Leading – Type Size – Weight – X-Height –

Distortion – Emphasis, **Space** – Composition – Positive Space - Negative Space – Passive

Negative Space, **Contrast** – Size – Weight – Shape, **Balance** – Symmetrical – Asymmetrical –

Radial – Mosaic – Discordant, **Texture** – Tactile – Visual, **Pattern** – Environment – Biological –

Man Made

2. **VISUAL REASONING** - 10 Questions

Visual reasoning is the process of manipulating one's mental image of an object to reach a certain conclusion.

Image & Figure Counting - **Geometrical figure** - Mirror Image - Water Image, Cube & Dice,

Venn Diagram – Representing things/ Objects/ Persons/ Departments/ Organizations/

events use of figures such as Square, Circle, Rectangle, Parallelogram, Trapezium, Triangle,

Seating Arrangement – Rectangular - Linear - Circular - Double Row - Complex Row

arrangements, **Direction & Distance** - Turns and rotations - Distance and Displacement -

Shadow Based - Coded Directions and Distance - Direction Puzzle

3. SCALE AND PROPORTION - 10 Questions

Scale and proportion are both design elements that have to do with size. Proportion refers to the size of the parts of an object in relationship to other parts of the same object.

Life-sized, Miniature, Oversized, Enormous – Nominal Scale - Ordinal Scale - Interval Scale - Ratio scale, **Proportion** - Fractions - Decimals - Percentages - Similar Figures - Trigonometry - Transformations, **Golden Ratio**

4. COLOR SYMBOLISM - 10 Questions

Color symbolism is the subjective meaning humans attach to various colors.

Symbolism – Brand Identity - Mood - Emotion, **Color Theory** - Primary colors - Secondary Colors - Tertiary Colors – Hue – Value – Saturation - Color Wheel - Color Harmony, **Modes** - RGB - CMYK, **Meaning of Colors**

5. GRAPHICS & PICTOGRAMS - 10 Questions

Graphics are visual images or designs on some surface & Pictograms are types of charts and graphs that use icons and images to represent data

Layout - Typography – Color -graphics - Navigation, **Hierarchy of information** – Use of grids – Size – Color - Contrast, - Alignment - Repetition - Brightness **2-D, 3-D, Simulation, Animation**

Pictograms – Information Visualization, **Representing Data** – Bar Charts - Line Charts - Pie Charts - Bubble Charts - Stacked Bar Charts - Tree Maps - Word Clouds - Doughnut Charts – Pictographs - Area Charts - Scatter Plot Charts - Multi-series Charts, **Readability** – Size – Color-Contrast - Proportion - Scale, **Recognise, Recall**

6. INNOVATION IN DESIGN - 10 Questions

Design Awareness is a collection of thinking routines

Design – Definition – Fundamentals – Maslow's Hierarchy, **Need for Design Awareness, Self-Awareness** – Observe - Non-judgmental, **Storytelling** – Scenarios – Roleplay, **Mind Mapping, Question Reality** – What is – What if – What wows



7. **OPTICAL ILLUSION** - 10 Questions

Optical illusion is caused by the visual system and characterized by a visual percept that arguably appears to differ from reality.


Theories of perception - Classifications of Illusions - Physiology of Visual Perception - the Physiological and Neurological basis of Visual Perception,

Types of illusions - Ambiguities – Distortions – Paradoxes - Fictions, **Lightness, and Contrast** - Physics of Light - Lightness (Brightness) Perception and Illusions of Lightness, **Color Perception** - Color illusions - Motion Perception - Illusory Motion.

8. **THINKING SKILLS** - 10 Questions

Thinking is a method for analyzing a problem and finding a solution

Types of Thinking - Critical Thinking - Creative Thinking - Analytical Thinking - Abstract Thinking - Concrete Thinking - Divergent/Lateral Thinking - Convergent/Vertical Thinking, **Elements of Thinking** – Reasoning - Creativity - Evaluation





ENGLISH COMMUNICATION (Common to all subjects) - 20 Questions *1 Marks = 20 Marks

i) Grammar

Subject – Verb Agreement

Tense forms

Voices

Articles and Preposition

Use of Conjunctions

ii) Writing Technical Instructions

iii) Writing Memos & Writing Minutes

iv) Transcoding

v) Preparing Questionnaire

vi) Proof Reading

vii) General vocabulary (words often confused)

