



DCGC414

Reg. No.

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IV Semester B.V.A. Degree Examination, June/July - 2026

GRAPHIC AND COMMUNICATION DESIGN(Theory)

Theory of Graphic design - II

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

1. All Sections are compulsory
2. Use Illustrations and diagrams wherever applicable

SECTION - A

I. Answer any FIVE questions.

(5×2=10)

1. What is a symbol in Graphic design?
2. Define Semiotics.
3. What is way finding?
4. What is Iconography in design?
5. Define layout in Graphic design.
6. What is Typography.
7. What is Lithography?
8. What is Motion graphics?

SECTION - B

II. Answer any FIVE questions.

(5×5=25)

1. Explain different types of Symbols used in Graphic design.
2. How does culture influences the interpretation of visual symbols.
3. What is the role of Signage in Public places.
4. Explain the importance of hierarchy in Layout Design.
5. What are the key features of readable typography.
6. Explain the basic process of Screen printing.
7. How does Editorial design organize content in print media.



[P.T.O.]

**SECTION - C****III. Answer any THREE questions.****(3×10=30)**

1. Explain the relationship between semiotics and branding with suitable examples.
2. Discuss the evolution of Signage systems from traditional to digital environments.
3. Explain the principles of Layout design such as Balance, Hierarchy, grids and rhythm.
4. Trace the development of reproduction processes and their impact on visual communication.
5. Discuss the role of graphic design in digital media such as film , television and online platforms.

SECTION - D**IV. Write short notes on any THREE questions.****(3×5=15)**

1. User centric design in Signage; legibility, placement and accessibility.
 2. Type anatomy and classification
 3. Print media as a tool for communication and public awareness.
 4. Static Vs Dynamic design environment
 5. Role of Iconography in branding systems.
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