



29421

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.V.A. Degree Examination, September/October - 2022

GRAPHIC DESIGN

Theory of Graphic Design - II

(CBCS Scheme - 2018 Batch Repeaters - 2019 Batch Freshers)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

Draw & Illustrate wherever necessary.

SECTION - A

I. Fill in the blanks.

(1×5=5)

1. _____ is the study of Signs and Symbols and their use or interpretation.
2. _____ is an image printing technique where a mesh is used to transfer ink onto a substrate, except in areas made impermeable to the ink by a blocking stencil.
3. Intaglio printing is called as _____.
4. A piece of letter that extends below the baseline is called _____.
5. _____ is a slanted version of a typeface.

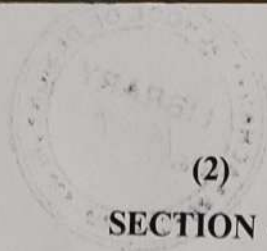
SECTION - B

II. Answer any Five questions

(2×5=10)

1. Explain briefly the anatomy of a typeface.
2. Explain Mass media effects.
3. Explain the usage of grids in layout design.
4. Define new media with suitable examples?
5. Typeface reflect personality. Explain.
6. What is the difference between typeface and font.

[P.T.O.]



(2)

SECTION - C

29421

III. Answer All questions.

(5×5=25)

1. What are the Principles of Layout Design.
2. What is the difference between a sign and a symbol?
3. Explain the elements of Layout Design.
4. What is the importance of a colour in Graphic Design. Give example.
5. Why is typography important for Brand Recognition.

SECTION - D

IV. Answer any Three questions.

(3×10=30)

1. Write a short note on Print Media and Society.
 2. What are the different types of symbols - Illustrate with suitable examples.
 3. Write about the impact of Digital media on Society.
 4. Write about the effect of two way communication in society.
-