

Date:

Registration number:

**ST. JOSEPH’S UNIVERSITY, BENGALURU-27**

**B.A. VISUAL COMMUNICATION- I SEMESTER**

**END SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**VC OE1- GRAPHIC DESIGN OPEN ELECTIVE**

**Time:2 hours**  **Max Marks:50**

**This question paper contains ONE printed page and ONE part**

**Answer any FIVE questions in 200 words each (5X10=50)**

1. Write a short note on design as a communication tool.
2. Write a short note on Hue.
3. Explain the graphic design process in detail.
4. Explain raster and vector graphics.
5. What is the difference between serif and sans serif font style?
6. Write a short note on kerning and tracking.
7. What are the uses of logo and colours in design?
8. Explain the rule of thirds in design.