

Registration Number:

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

**B. A. VISUAL COMMUNICATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**VC 1221 – Graphic Design**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains ONE printed pages and THREE parts**

**PART-A**

**Answer any FIVE of the following in about 80 words each: (5x5=25)**

1. What are font families?
2. What are the elements of design?
3. What is a design brief?
4. Define kerning, tracking and leading?
5. Explain any two colour schemes and their significance in graphic design.
6. Explain font and typefaces.

**PART-B**

**Answer any TWO of the following in about 150-200 words each: (2x10=20)**

1. Explain the process of problem solving in the design process?
2. What are the rules of composition? Discuss in detail.
3. Explain design as a communication tool.

**PART-C**

**Answer any ONE of the following in about 200 words: (1x15=15)**

1. Imagine your client is an architect who wants to make a business card. Write down the actual steps through the design process up to the final delivery stage.
2. Explain the principles of design in detail.