

Registration Number:

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

**OPEN ELECTIVE - I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

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

**VCOE 1 – GRAPHIC DESIGN**

**(For current batch students only)**

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

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

**PART-A**

**Answer any FIVE of the following in not more than 100 words (5x5=25)**

1. Define design brief.
2. What is a thumbnail?
3. What do you understand by the term ‘Aesthetic’?
4. Define serif & sans serif.
5. Explain ascender & descender.
6. Explain contrast in layout.

**PART-B**

**Answer any TWO of the following in not more than 150 words (2x10=20)**

1. Explain primary colours and secondary colours.
2. Differentiate between vector and raster graphics.
3. Explain tracking, kerning and leading.

**PART-C**

**Answer any ONE of the following in not more than 200 words (1x15=15)**

1. Explain the importance of balance in design.
2. Discuss design elements.