

Date:7-03-2022

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

BVC - I SEMESTER

SEMESTER EXAMINATION: February 2022)

**VC 1221 – Graphic Design**

**Time: 3 hours**

**Max Marks: 100**

**This question paper contains ONE printed page and *three parts*.**

***Please read the questions carefully.***

***Stick to the minimum and maximum word count for the answers.***

***Provide appropriate references and examples to support your answers.***

**Part A – 30 marks**

1. **Write short notes for any SIX (100 to 150 words each) [5 x 6 = 30]**
2. Additive Colours
3. Font Family
4. Typographer
5. Sans Serif
6. Rule of Thirds
7. Articulating Design
8. Commercial Design

**Part B – 40 marks**

1. **Answer any FOUR questions (200 to 400 words each) [10 x 4 = 40]**
2. Explain the different types of Design Elements in detail.
3. What is the significance of a Job Brief?
4. Define ‘Typeface’? Briefly explain Type Classification.
5. What is Graphic Design? Write a note on the evolution of graphic design during the pre-computer era. Use examples where needed.
6. What is the importance of Visual Hierarchy in communicating a message through graphic design?

**Part C – 30 marks**

1. **Answer any TWO questions (400 to 750 words each) [15 x 2 = 30]**
2. What is ‘Design Process’? Throw light on the relevance of inculcating a design process using a clear example.
3. What is ‘Colour System’? Why and how is it useful?
4. “*Concepts are as important as tools to create design*”. Do you agree or disagree? Substantiate.

- End of Question Paper -