Sub. Code 98711

P.G. DIPLOMA EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Non - Semester

THEORY OF GRAPHIC DESIGN

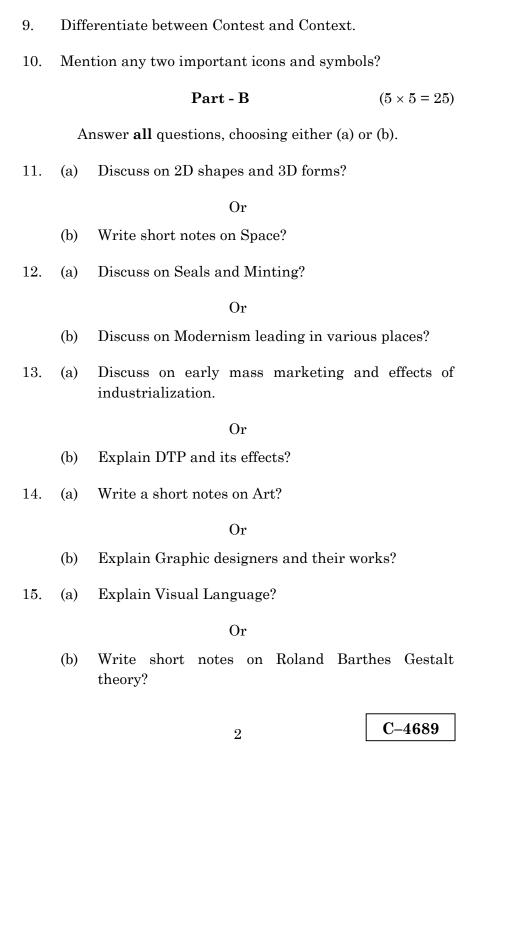
(2020 onwards)

Duration: 3 Hours Maximum: 75 Marks

Part - A $(10 \times 2 = 20)$

Answer all questions.

- 1. Explain the uses of Dots?
- 2. What do you meant by 3D forms?
- 3. What do you meant by Art movements?
- 4. What is the effects of Modernism leading to Bauhaus?
- 5. What is the effects of industrialization?
- 6. List out few differentiate between GDR in 1950's and 1970's?
- 7. Define nature of arts?
- 8. List types of Visual Expression.



Part - C $(3 \times 10 = 30)$

Answer all questions, choosing either (a) or (b).

16. (a) Explain colors & values, wheels, schemes?

Or

- (b) Elaborate the patterns of Textures in graphic design.
- 17. (a) Discuss Japanese prints and its effect in West?

Or

- (b) Explain about Women in Graphic design?
- 18. (a) Elaborate on Digital era.

Or

(b) Explain the principles of Art.

Sub. Code 98714

P.G. DIPLOMA EXAMINATION

GRAPHIC DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Non - Semester

TYPOGRAPHY

(2020 onwards)

Duration: 3 Hours Maximum: 75 Marks

Part - A $(10 \times 2 = 20)$

Answer all questions.

- 1. Define Typography.
- 2. What do you meant by Point System.
- 3. Define Typeface.
- 4. How to choose a Typeface?
- 5. List out the type of the Masses.
- 6. Define Typographic.
- 7. What do you meant by beyond Typesetting.
- 8. How do you working with type?

11.	(a)	Write short notes on
		(i) Font versus Typeface
		(ii) The Point System
		(iii) Text
		(iv) Storke
		Or
	(b)	Discuss on Typeface categories.
12.	(a)	Elaborate Typeface.
		Or
	(b)	Discuss on Enlightened Refinement.
13.	(a)	Discuss on
		(i) Typographic Space
		(ii) Page space.
		Or
	(b)	Elaborate Typographic convention.
14.	(a)	Discuss on Typesetting with expression.
		Or
	(b)	Elaborate beyond Typesetting.
		2 C-4690

9.

10.

 $\label{thm:posterior} \mbox{Define Typographic convention.}$

Part - B

Answer all questions, choosing either (a) or (b).

 $(5 \times 5 = 25)$

Define Meaningful Type.

		(ii) Choosing a Typeface.
		Or
	(b)	Elaborate Typographics.
		Part - C $(3 \times 10 = 30)$
	A	swer all questions, choosing either (a) or (b).
16.	(a)	Elaborate Typeface.
		Or
	(b)	Discuss on
		(i) Antony of letters
		(ii) Words
		(iii) Measuring Type and Size
17.	(a)	Discuss on
		(i) Denotation in Type
		(ii) Cannotation in Type
		Or
	(b)	Elaborate Typographic composition.
18.	(a)	Explain Typographic space with suitable example.
		Or
	(b)	Elaborate crating Type with suitable example.
		C-4690

15.

(a) Write a short notes on:

(i)

Creating Hierarchy