

C-4689

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 × 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.

9. Differentiate between Contest and Context.
10. Mention any two important icons and symbols?

Part - B

(5 × 5 = 25)

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

11. (a) Discuss on 2D shapes and 3D forms?

Or

- (b) Write short notes on Space?

12. (a) Discuss on Seals and Minting?

Or

- (b) Discuss on Modernism leading in various places?

13. (a) Discuss on early mass marketing and effects of industrialization.

Or

- (b) Explain DTP and its effects?

14. (a) Write a short notes on Art?

Or

- (b) Explain Graphic designers and their works?

15. (a) Explain Visual Language?

Or

- (b) Write short notes on Roland Barthes Gestalt theory?

Part - C

(3 × 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.
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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 × 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?

9. Define Typographic convention.
10. Define Meaningful Type.

Part - B

(5 × 5 = 25)

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

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.

15. (a) Write a short notes on :
- (i) Creating Hierarchy
 - (ii) Choosing a Typeface.

Or

- (b) Elaborate Typographics.

Part - C

(3 × 10 = 30)

Answer **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.