

**C-5392**

**Sub. Code**

**98711**

**P.G. DIPLOMA EXAMINATION, APRIL 2022**

**Non-Semester**

**Graphic Design**

**THEORY OF GRAPHIC DESIGN**

**(2020 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define dots.
2. What is 2D shapes?
3. What is meant by textures?
4. What are primary colors?
5. Define seals.
6. Write the meaning of art.
7. List the types of visual expression.
8. Write the role of Graphic design.
9. Write the uses of visual language.
10. Define typeface.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe about color wheel.

Or

- (b) Discuss about balance and unity.

12. (a) Write about branding of animals.

Or

- (b) Describe on Japanese print.

13. (a) Outline on graphic design radicalism.

Or

- (b) Write the Salient Features of structuralism.

14. (a) Write about the works of any famous artists.

Or

- (b) Write the merits of art.

15. (a) Discuss any one communication model.

Or

- (b) Write about synesthesia.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the principles of Graphic design.

Or

- (b) Explain the history of pre-historic art.

17. (a) Elaborate in modernism in America.

Or

(b) Explain about DTP and its effects.

18. (a) Elaborate on the types of visual expression.

Or

(b) Explain in detail mixing color strategy.

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**Non-Semester**

**Graphic Design**

**TYPOGRAPHY**

**(2020 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define typography.
2. What is meant by leading value?
3. Define fonts.
4. What is tracking?
5. Write a short note on hierarchy.
6. What is page space?
7. State any two role of typographer.
8. How will you add tone to your brand?
9. List the role of graphic designer.
10. What is kerning?

**Part B**

(5 × 5 = 25)

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

11. (a) How words and spacing are important?

Or

- (b) Write about measuring type.

12. (a) Discuss about point system and types setting text.

Or

- (b) Write about typographic composition.

13. (a) How will you choose a typeface?

Or

- (b) Outline on the typeface categories.

14. (a) How will you create type?

Or

- (b) What are the elements of typography?

15. (a) How typography is important to graphic designer?

Or

- (b) Write about typographic remix.

**Part C**

(3 × 10 = 30)

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

16. (a) How will you design a full scale typographic poster?

Or

- (b) Define the following terms

- (i) Baseline
- (ii) Descender
- (iii) Stem
- (iv) X-height
- (v) Bowl

17. (a) State the difference between typeface and font.

Or

- (b) Explain about any five common types of fonts.

18. (a) Explain about international modern typefaces.

Or

- (b) Explain the relationship between space, form and structure in a composition.

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