

C-8511

Sub. Code

83023

B.Sc. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Graphic Design

DESIGN STUDY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the purpose of design in human life?
2. Define target audience,
3. What is colour harmony?
4. Define Colour wheel.
5. What is typeface anatomy?
6. Define typography.
7. Brief on dynamic designs.
8. Define colour blending.
9. What is layout?
10. What is the role of grids?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the important characteristics of design.
Or
(b) Write down the importance of design in human life.
12. (a) Describe triads and tetrads.
Or
(b) State the role of warm and cool colours.
13. (a) Write an essay on Format conversion.
Or
(b) What is the importance of space in graphic design?
14. (a) Write notes on:
(i) Vector graphics
(ii) Raster graphics
Or
(b) Describe Color manipulation.
15. (a) Explain the different stages of design process.
Or
(b) What are the important parts of a page layout?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Colour theory.
Or
(b) Describe creative vs stereo type solutions.

17. (a) List out the various attributes of color.

Or

(b) Enumerate additive and subtractive model.

18. (a) Explain colour psychology.

Or

(b) Discuss the importance of selecting appropriate fonts.

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B.Sc. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Graphic Design

HISTORY OF ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the Paleolithic Age?
2. Mention two characteristics of ancient Egyptian art.
3. What is Harappan Art?
4. Where did Renaissance art begin?
5. What is Neolithic Art?
6. Define Neoclassicism.
7. What is Byobu art?
8. What is a Hand Scroll?
9. Where are Ajantha and Ellora caves found in India?
10. Why are sculptures left looking incomplete?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on cave art of Chauvet-Pont-d'Arc.

Or

- (b) Write a short note on Paleolithic art.

12. (a) What was the Baroque period and where did it flourish?

Or

- (b) Write a short note on the Post Impressionism period.

13. (a) Write a short note on the art of Calligraphy.

Or

- (b) Write a short note on Hieratic Scale in Egyptian art and any other culture.

14. (a) Write a short note Japanese Woodblock printing and explain.

Or

- (b) What is Kangra and Warli painting? Write a short note.

15. (a) Write a short note on contemporary Art and Design. Name a few artists.

Or

- (b) What is Pop Art? Write a short note.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an on the cave paintings of Altamira.

Or

- (b) Write a note the replica of cave paintings.

17. (a) Write an essay on Indian art and the types and material used.

Or

- (b) Write an essay on Rajasthani and Mugal miniature paintings.

18. (a) Write a note on pottery art in various cultures.

Or

- (b) Write a note about European art.

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B.Sc. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Graphic Design

PACKAGING DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are primary packaging material?
2. Why is packaging important for a business?
3. What is the need for packaging design?
4. Define brand.
5. What are packaging specifications?
6. Expand UPC.
7. What are the levels of package testing?
8. What do you mean by prototype?
9. Mention the advantages of glass as material in packaging.
10. Show an example for lamination.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain labelling with examples.
Or
(b) Write note on requirement of packaging material.
12. (a) Justify the role of packaging as marketing tool.
Or
(b) What considerations are important in the designing of a package?
13. (a) Write note on nutrition facts label.
Or
(b) Outline the requirements of packaging materials for frozen items.
14. (a) Differentiate between packaging and labelling.
Or
(b) Describe packaging design cost.
15. (a) Explain hot foil stamping.
Or
(b) Explain Die-cutting process.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Summarize the factors influencing packaging design.
Or
(b) Explain the types of packaging with suitable examples.

17. (a) Explain the safety aspects of packaging materials.

Or

(b) With a suitable example explain types of packaging material.

18. (a) Describe the commercial requirements on packaging design.

Or

(b) Explain in detail speciality packaging with suitable examples.

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83043

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Graphic Design

EDITORIAL DESIGN

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is editorial design?
2. What are the elements of editorial design?
3. Define layout.
4. Brief on the factors influencing a layout.
5. Define typography.
6. What are the rules of design?
7. What is pace?
8. Define web layout.
9. What is resolution?
10. What are text wrap and its functions?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the types of editorial design?
Or
(b) Explain the principles of design.
12. (a) Describe the factors influencing a layout.
Or
(b) Explain the important parts of page layout.
13. (a) Discuss the psychology of readers regarding design.
Or
(b) What makes a good magazine layout?
14. (a) Write about the colors trending for websites.
Or
(b) Describe web typography.
15. (a) How does paper quality affect design?
Or
(b) What is frame in design? What are the types of frames?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Trace out the history of editorial design.
Or
(b) Describe the guidelines for layout.

17. (a) Explain image handling.

Or

(b) Discuss hierarchy of design.

18. (a) Write notes on:

(i) Text on path

(ii) Color swatches

Or

(b) Discuss Multi fold artwork.
