

10 JUN 2019

Sl. No. 100008

No. of Printed Pages : 2



GS-720

IV Semester B.V.A. Examination, May/June 2019

GRAPHIC DESIGN

BVGD - 41 : Theory of Graphic Design 2

(CBCS) (Fresh+Repeaters) (2016-17 & Onwards)

Time : 3 Hours

Max Marks : 70

- Instructions :**
1. Answer **all** questions as instructed.
 2. Use illustration or drawing wherever applicable.

SECTION - A

Answer **any five** questions.

2x5=10

1. What is the difference between Art and Graphic design ?
2. What are the two communication stages between Sender and Receiver ?
3. Differentiate Shapes and Forms.
4. State types of Textures.
5. Name two types of linear perspective. Explain in short.
6. What is surrealism and abstraction ?
7. What is the design principle of 'Emphasis' ?

SECTION - B

Answer **any four** questions.

5x4=20

1. Explain the design principle of Space.
2. What are the types of Perspective ? Explain in brief.
3. Write short note on principles of composition.
4. Write a brief about Grids and Columns.
5. What is Concept Mapping ? Explain in brief.

P.T.O.

**SECTION - C**Answer **any three** questions.**8x3=24**

1. Explain Brainstorming techniques to generate multiple concepts on a single message.
2. What do you understand from mark Levy's statement - ' A problem well - stated is half - solved ?
3. How does research help to define communication problem ?
4. What are the steps in design problem solving process ?

SECTION - DAnswer **any one** question.**16x1=16**

1. Explain the influence of culture on major graphic design styles.
2. Give detail steps of Design Problem Solving Process.

- o O o -