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Reg. No.

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**III Semester B.V.A. Degree Examination, March/April - 2022**

**GRAPHIC DESIGN (Theory)**

**Theory of Graphic Design - I**

**(CBCS Scheme Repeater 2019 Batch)**



**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

1. Answer the questions as instructed.
2. Illustrate wherever applicable.

**SECTION - A**

Answer any 5.

**(5×2=10)**

1. What do these acronyms stand for? Where is it applicable?
  - a. CMYK.
  - b. RGB.
2. What is Graphic Design?
3. What is mind mapping?
4. What is visual communication?
5. Define signs and symbols?
6. What is the difference between serif and San serif font?
7. What is Typography?

**SECTION - B**

Answer All.

**(5×5=25)**

1. Discuss the role of Typography in graphic Design and illustrate the typographic Anatomy.
2. Write a brief note on Graphic Design?
3. Visuals are better and effective than text. Discuss.
4. Discuss verbal and Non Verbal communication with examples?
5. Role of Mudras in communication?

**[P.T.O.]**



(2)

29232

**SECTION - C**

Answer any **two**.

(2×10=20)

1. What are icons? How do icons communicate in Graphic Design? Draw five different icons and explain them with appropriate example?
2. Colours play a vital role in Design. Discuss with suitable examples.
3. Illustrate the communication process and explain in detail. Write two barriers in effective communication.

**SECTION - D**

**Illustrate.**

(1×15=15)

1. Illustrate a logo for an eco club. Give a name and tagline elaborate its design process in words with compulsory sketches.
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