29721

Reg. No. ☐☐☐☐☐☐☐

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

GRAPHIC DESIGN (Theory)

Theory of Advertizing, Visual Communication & Media - 1

(CBCS Semester Scheme)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

1. Answer Only required number of questions.

2. Illustrate wherever necessary.

SECTION - A

Answer any Five questions. (5×2=10)

1. Explain digital art in simple words.

2. Speak about the contribution of william Rand and Andrew McN ally to ecosystem.

3. Narrate any two best examples of visual communication.

4. Who invented offset lithography ?

5. Why should one use white space write ?

6. What is beta in APPS ?

7. What is dominant ideology in films ?

SECTION - B

Answer any Four questios. (4×5=20)

1. What is the use of size, Scale and proportion in a layout ?

2. Name any 5 types of Graphic design you can work on.

3. Support the statement "Being meticulour is a aucial aspect of being a professional"

4. Reason why our honorable PM shrinarendra modiji choose the radio to broadcast him "Mann Ki Baat" ?

5. State the importance of Balance and harmony in design.

6. Which are important camera anylos/Tracks and shots recommended to establish shots while shooting ?

7. Give basic tips for recording in a studio.

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SECTION - C

Answer any Three questions. (3 ×8= 24)

1. How " less in more" approach work effectively in graphic designing ?
2. Reason why Typography in great part of visual design.
3. Narrate duties of geative Director in advertising studio.
4. What is interdisciplinary design ? single area such as painting, graphic design. or architecture.
5. Name 3 types of animation, explain each in your own words.

SECTION - D

Answer any ONE questions. (1×16= 16)

1. Explain now every digital ecosystem extands across multiple industries ?
2. Write notes on : Computer Arts launch, The web, UX design, video conferencey, Designer as author, mad men, milton claser.