

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
**A-4, Paschim Vihar, New Delhi-63**  
**FIRST SEMESTER [BA (JMC)] Internal Examination, December 2022**

Paper Code: BA (JMC) 105

Subject: Basics of Design and Graphics

Time: 2 Hours

Maximum Marks: 45

**Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.**

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| 1.  | Answer all the following questions briefly: -<br>15  | 1.5 × 10 = |
| (a) | "Good design is good business." Relate this statement in context to the importance of designing in modern world.   | CO<br>1    |
| (b) | Compare Serif V\s Sans-Serif Fonts.  | CO<br>2    |
| (c) | Discuss the outline of the process of designing to contribute to the effective management of functions within Package Design.  | CO<br>2    |
| (d) | Explain the role of space between two columns in a Newspaper.  | CO<br>2    |
| (e) | Classify the importance of Environmental design.   | CO<br>2    |
| (f) | Typography is the end result of many inventions in history. Explain the role and significance of the below image.<br> | CO<br>1    |
| (g) | Compare and contrast the Primary and Secondary colours.  | CO<br>2    |
| (h) | Elaborate the various types of selection tools in Photoshop.   | CO<br>3    |

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|------------------|-----|--|---|---------|
|                  | (i) |  <p>Outline the relevance of the font invented by the person shown in above picture.</p>  |   | CO<br>1 |
|                  | (j) | Bodoni, Didot, Bernhard Modern Roman are examples of which category of fonts? Throw the light on this font category.   |   | CO<br>2 |
| <b>UNIT - I</b>  |     |  |   |         |
| 2.               | (a) | There are evolving trends and innovative techniques in design that push the boundaries of using complementary colours, and they redefine the 'dynamic duo' concept in contemporary visual communication." Justify the statement. | 5 | CO<br>1 |
|                  | (b) | "Visual Composition always enhances the Design of a website". Elaborate the same with suitable examples.   | 5 | CO<br>1 |
|                  | (c) | Illustrate the following and explain with suitable examples.<br>1. Ascender<br>2. Stem<br>3. Bowl<br>4. Counter<br>5. Title  | 5 | CO<br>2 |
| 3.               | (a) | Process colours are often praised for their versatility in reproducing a wide spectrum of hues. Elaborate on the advancements that have occurred in Offset printing technology.  | 5 | CO<br>1 |
|                  | (b) | "Good design is all about making other designers feel like idiots because that idea wasn't theirs.". Elaborate the statement.  | 5 | CO<br>2 |
|                  | (c) | Using the colour wheel as a reference, describe the Analogous, Square and Triadic colour scheme. Consider using a diagram to describe the colour wheel.  | 5 | CO<br>2 |
| <b>UNIT - II</b> |     |  |   |         |
| 4.               | (a) | Prepare a Rough Layout of the front page of a newspaper.   | 5 | CO<br>5 |

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|    | (b) | In terms of graphic design, the process of creating a brand includes product packaging. Describe the assertion with examples.  | 5 | CO<br>2 |
|    | (c) | Explain the role of magazines in society. Create a colourful cover page for "India Today."   | 5 | CO<br>2 |
| 5. | (a) | Layout improves the attractiveness of a design. Describe the various types of layouts used in advertising with examples.   | 5 | CO<br>3 |
|    | (b) | Discuss the importance of photos and graphics in Print Media. Is it possible to print a newspaper without photos and graphics?   | 5 | CO<br>1 |
|    | (c) |   <p>Differentiate among the style, design and techniques used for the packaging shown in the above images.</p> | 5 | CO<br>2 |