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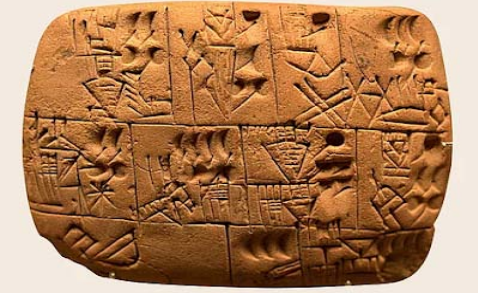### FIRST SEMESTER [BA (JMC)] Internal Examination, December 2022

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.

1.		Answer all the following questions briefly: -	1.5 × 10 = 15	
	(a)	Designing is associated in every aspect of our life. Support the statement with relevant examples.		CO1
	(b)	Why layer panel is important in Photoshop?		CO2
	(c)	Differentiate between Additive and Subtractive colors.		CO2
	(d)	Define the space in between the columns of a newspaper.		CO2
	(e)	Describe the historical significance of this image in terms of typography.		CO2
	(f)	Name the designers of the following fonts: 1. Baskerville 2. Futura 3. Garamond		CO1
	(g)	Explain the difference between Press Layout and Page Layout.		CO2
	(h)	Critically analyze the problems faced in package designing		CO3
	(i)	Define the following with diagram in context of a newspaper: 1. Masthead 2. Jump 3. Balloon		CO1
	(j)	State is the difference between Classified ad, Display ad and an obituary ad in a newspaper?		CO2
UNIT - I				
2.	(a)	Creativity is the backbone of any Graphic Design. Do you agree with the statement? Elaborate.	5	CO1

	(b)	Illustrate the difference between Rhythm, Repetition and pattern principles of graphic designing.	5	CO1
	(c)	Discuss the meaning of the following terms? Illustrate with examples 1. Crossbar 2. Ligature 3. Bowl 4. Leg 5. Collar	5	CO2
3.	(a)	RGB is known for computer screen and CMYK is for offset. Why?	5	CO1
	(b)	Define the difference between Tracking, Kerning and Leading.	5	CO2
	(c)	Explain the Tetradic and Triadic color scheme with reference to the color Wheel. Take the help of a diagram to explain the color scheme.	5	CO2
UNIT – II				
4.	(a)	Design a poster on "Anti-Corruption" using the layout principles and element.	5	CO5
	(b)	Product Packaging is an important part of the brand making process with respect to graphic designing. Elaborate the statement with examples.	5	CO2
	(c)	What are the primary and secondary functions of packaging?	5	CO2
5.	(a)	Layout enhances the usual appearance of design. Describe the different type of layout.	5	CO3
	(b)	What are the importance of photos and graphics in Print Media? Is it possible to print a newspaper without photos and graphics?	5	CO1
	(c)	What is the difference between rule of thirds and Rule of Odds in Layout?	5	CO2