

(Please write your Exam Roll No.)

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END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] SUPPLEMENTARY EXAMINATION, DECEMBER 2023

Paper Code: 24105 Subject: Basics of Design and Graphics

Time: 3 Hours

Maximum Marks: 60

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

1.	Answer all the following questions briefly: -		2 x 10 = 20
(a)	Analyze and assess the importance of the following terms in designing: i. Readability ii. Leading iii. Legibility iv. Kerning v. Tracking		
(b)	Compare the importance of Harmony and Unity principles of design.		
(c)	Illustrate the meaning of Orphan, Widow and Rivers in context of typography.		
(d)	Discuss the significance of Call to Action (CTA) in Brochure Design.		
(e)	Explain the following terms: i. Pull Quotes ii. Drop Cap iii. Jump Story iv. Ear Panel		
(f)	Differentiate Raster Images vs. Vector Images		
(g)	List the various factors which influence the package design decisions.		
(h)	Explain the use of Impression cylinder in Offset Printing.		
(i)	Examine the strategic use of color contribute significantly to the effectiveness of logo design, and what role does color play in conveying brand identity, eliciting emotions, and enhancing overall visual recognition?		
(j)	Write the ISO A Paper Sizes and Measurements.		
UNIT - I			
2.	(a)	Evaluate and justify the selection of color schemes in design and graphics, applying principles of color theory, to optimize visual impact and communication effectiveness?	5
	(b)	Defend the notion that in graphics and design, there is room for bending established rules, considering the principles of design, and analyze the potential impact of such deviations on the overall visual composition.	5
3.	(a)	Analyze and assess the intricate elements of typography integrated into graphics and design, considering both aesthetic and functional aspects, and how might these choices influence the overall visual communication at an advanced level?	5
	(b)	Justify the understanding of color psychology be effectively utilized in graphic design to evoke specific emotions or responses from the audience? Provide examples to illustrate the strategic use of colors in influencing viewer perception.	5
UNIT - II			
4.	(a)	Distinguish between the Rule of Thirds and Rule of Odds in graphic design, and at an advanced cognitive level, analyze their respective applications and impacts on visual composition.	5
	(b)	Justify the assertion that packaging has the potential to be a form of theatrical expression,	5

		capable of narrating a compelling story? Provide arguments supporting the idea that packaging goes beyond functionality and serves as a medium for storytelling.	
5.	(a)	Analyze the significance of incorporating grids in the design of a multi-page publication, demonstrating an understanding of the cognitive skills required to recognize and justify the importance of grids in optimizing layout and visual coherence	5
	(b)	How can you articulate the significance of employing Big Picture and Big Type layouts in advertising, substantiating your explanation with insights from three real-world case studies that demonstrate the effectiveness of these design approaches?	5
UNIT - III			
6.	(a)	Evaluate and synthesize a strategic framework for designing advertising and event posters, integrating advanced cognitive skills to ensure a comprehensive and effective design process	5
	(b)	Critically analyze and elucidate the diverse roles and functions fulfilled by a logo in representing a brand. What role does a designer play to design an effective logo?	5
7.	(a)	Elaborate on the various types of brochures in design, and what criteria should a designer consider when selecting a specific type, demonstrating a thoughtful and informed decision-making process.	5
	(b)	Explain the categories of the following logos and provide an explanation for each with examples: i. Wordmark Logotype ii. Emblem Logotype iii. Negative Space Logotype	5
UNIT - IV			
8.	(a)	Choosing the right style of paper enhances the overall quality and finish of the design. Critically analyze the statement.	5
	(b)	Substantiate the claim that books were considered a luxury item prior to the printing press by elucidating the significant contributions of the Gutenberg press and its transformative impact on the accessibility, affordability, and dissemination of printed materials	5
9.	Write short notes on the following: -		2 x 5 = 10
	(a)	Linotype Machine	
	(b)	Gravure Printing	