Course Code: BA(JMC)-105   Course Name: Basics of Design and Graphics

Assignment - 1

(Based on Unit - I & II)

Marks

Q1. Identify the different principles and elements of design employed in five distinct designs of the following categories?

   a. Print Advertisement

   b. Poster

   c. Newspaper

   d. Book Cover

Q2. Elucidate the different types of color schemes utilized in the field of graphic design. Substantiate your response with appropriate examples.

Q3. Prepare a PowerPoint presentation analyzing the package design of five different products, highlighting the significant role of packaging as the face value of a brand and its impact on accelerating product sales and promoting eco-friendly ideas.

Q4. Evaluate the anatomy of typography by analyzing and assessing its structural elements and terminology.

Q5. Justify the significance of typefaces or fonts in enhancing the effectiveness of a design for conveying the intended message. Support your argument by providing a comprehensive explanation of the different types of fonts.

Q6. Propose a preliminary design for a newspaper layout as part of a collaborative group effort.