Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May– 2017**

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| **Code :** | **14VC2007** | **Duration :** | **3hrs** |
| **Sub. Name :** | **TYPOGRAPHY** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. |  | Define and analyze the grids and modular system in the typography operations. | CO3 | 20 |
| (OR) | | | | |
| 2. | a. | Write a short notes on the following with examples:  a. Flush right b.Flush left c. Justified d. Grids e. columns | CO3 | 15 |
| b. | What is the theory of relativity in typography with appropriate examples. | CO1 | 5 |
| 3. | a. | Describe type faces and illustrate with measure, pointsize and leading. | CO2 | 15 |
|  | b. | Describe the evolution of typography. | CO1 | 5 |
| (OR) | | | | |
| 4. | a. | Identify and interpret any five major principles of design. | CO1 | 15 |
|  | b. | Illustrate the measuring units of typography with examples. | CO3 | 5 |
| 5. |  | Discus how the impact of Color, Contrast, and Scale is significant in typography. | CO2 | 20 |
| (OR) | | | | |
| 6. | a. | What are factors involved in Creating Typographic hierarchy in design? | CO1 | 10 |
|  | b. | List any five examples for Serif and Sanserif typeface and designer’s name. | CO1 | 10 |
| 7. |  | Define the following with appropriate examples:  a. Kerning b. Baseline c. Tracking d. Leading e. Orphans  f. Rivers g. X height h. X width. i. Bounding Box j. Side bearing. | CO1 | 20 |
| (OR) | | | | |
| 8. | a. | Elaborate on Anatomy of Type with diagrams. | CO2 | 12 |
|  | b. | In the below picture 1:  G:\EVEN 2016- 17\TYPOGRAPHY\COLOR, CONTRAST\hrJanuaryPrintCoverFinal_thumb_w_580.png  Categorize the usage of the type and alignment of the type. | CO1 | 8 |
|  | | **Compulsory:** |  |  |
| 9. | a. | The monsoon in Tamil Nadu has been lacking by close to 70%, according to the regional meteorological department. Ground water has been exploited by up to 85% across the state, according to statistics by the agriculture department.  Kerala has never been spurned by rain gods in over a century as in the past six months. With both the southwest and northeast monsoons not making an appearance except for a few occasional showers, ‘God’s own country’ is all set for its hardest drought in 115 years, and the worst since the state’s formation in 1956.  For the above situation, design a cover page of a magazine with appropriate usage of typography and justify. | CO3 | 15 |
|  | b. | Justify, why good type matters? | CO1 | 5 |

ALL THE BEST