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

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**End Semester Examination – Nov/Dec – 2018**

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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. | a. | Elaborate on the evolution of font from the caves to Digital tablets. | CO1 | 10 |
| b. | Describe Serif fonts, Explain the various types of Serif fonts? | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Elaborate on the significance of Carolingian Minuscule when it was first commissioned. | CO1 | 6 |
| b. | Differentiate Majuscule and miniscule, Give sample applications. | CO1 | 10 |
| c. | Define escapement with relevance to typewriters. | CO1 | 4 |
|  |  |  |  |  |
| 3. |  | Name and explain the anatomy parts of the English alphabets with illustrations. | CO2 | 20 |
| (OR) | | | | |
| 4. | a. | Describe absolute and relative measurement units with their uses. | CO2 | 8 |
| b. | Define X-Height. | CO2 | 4 |
| c. | Differentiate Italics from oblique letter forms. | CO2 | 8 |
|  |  |  |  |  |
| 5. | a. | What are non-alphabetic font? Give an example | CO1 | 4 |
| b. | What is Unicode? Explain the significance it brought to fonts with its introduction. | CO2 | 8 |
| c. | List the various necessary errors that type writer machines brought with their introduction. | CO2 | 8 |
| (OR) | | | | |
| 6. | a. | Name and explain the features that Open Type brought when it was introduced? | CO1 | 10 |
|  | b. | Differentiate display type from text type, where are they used? | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Point size, measure and Leading. What are they and elaborate the relation between each of them? | CO2 | 12 |
| b. | What does Hyphenation & Justification mean? Elaborate on their importance and working? | CO3 | 8 |
| (OR) | | | | |
| 8. | a. | Explain with examples Orphans, widows and rivers in the context of paragraphs and how to handle them. | CO3 | 12 |
| b. | Write in detail about Kerning and tracking in text with examples. | CO1 | 8 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain indents and their various types. | CO1 | 10 |
| b. | Design a new LOGO for Amazon using typeface that you create. Justify your design choices. | CO3 | 10 |