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

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

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| **Code :** | **14VC2086** | **Duration :** | **3hrs** |
| **Sub. Name :** | **GRAPHIC DESIGN** | **Max. marks :** | **100** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define Graphic Design. | CO1 | 10 |
| b. | List the different ways of creative thinking. | CO3 | 10 |
| (OR) | | | | |
| 2. | a. | Discuss the different techniques used in Experimental Design. | CO2 | 10 |
| b. | Market analysis is a crucial part of a business plan. Comment. | CO3 | 10 |
|  |  |  |  |  |
| 3. |  | Critically analyze the layout and design of google’s homepage. | CO3 | 20 |
| (OR) | | | | |
| 4. |  | Illustrate the elements of design with examples. | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | Research on various tools used in analyzing an image. | CO1 | 20 |
| (OR) | | | | |
| 6. |  | Elucidate different branding strategies | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | Examine the design strategy of any popular FMCC, MNC of your choice. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Identifying the target audience is the first step in a designing process. Substantiate. | CO3 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Design a monochrome poster for a college culturals applying the principles of design and also explain the principles used in your design | CO2 | 20 |