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



**End Semester Examination – Nov/Dec - 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. | a. | Elaborate on different principles of design. | CO1 | 12 |
| b. | Illustrate the measuring units of typography with examples. | CO3 | 4 |
| c. | Explain the three most common variations in a type family. | CO2 | 4 |
| (OR) | | | | |
| 2. | a. | Describe the evolution of typography. | CO1 | 5 |
| b. | Justify, why good type matters? | CO2 | 5 |
| c. | List any five examples for Serif and Sanserif typeface and designer’s name. | CO3 | 10 |
|  |  |  |  |
| 3. |  | Define the following with appropriate examples:  i. Kerning ii. Baseline iii. Tracking iv. Leading v. Orphans vi. Rivers vii. X height viii. X width. xi. Bounding Box x. Side bearing. | CO1 | 20 |
| (OR) | | | | |
| 4. |  | Write a short notes on the following with examples:  i. Flush right ii. Flush left iii. Justified iv. Grids v. columns | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | Explain in detail on the impact of Color, Contrast and Scale. | CO2 | 20 |
| (OR) | | | | |
| 6. |  | “We don’t have a count of the number of heat wave days across the country last year but this year [the number] is likely to be greater,” said G.P. Sharma, chief meteorologist, Skymet, a private weather forecasting agency. More heat waves could mean a greater public health concern. Last year, heat waves killed over 1,500 in Andhra Pradesh alone.  With the available information above, design a cover page of a magazine with appropriate usage of typography and justify. | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | Elaborate on the usage of Grids and Modular system in typography with examples. | CO3 | 20 |
| (OR) | | | | |
| 8. | a. | What are factors involved in Creating Typographic hierarchy in design? | CO1 | 10 |
|  | b. | In the below picture 1:  Discuss the usage of the type and alignment of the type.  G:\EVEN 2016- 17\TYPOGRAPHY\COLOR, CONTRAST\hrJanuaryPrintCoverFinal_thumb_w_580.png | CO1 | 10 |
|  |  |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Elaborate on anatomy of type with diagrams. | CO2 | 15 |
|  | b. | Explain the theory of relativity in typography with examples. | CO1 | 5 |

ALL THE BEST