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



**End Semester Examination – Nov / Dec – 2019**

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

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Outline the principles of graphic design. Illustrate the elements of design with examples. | CO2 | 20 |
| **(OR)** | | | | |
| 2. |  | Examine a market design analysis for a company by reviewing the current company, product, or service. | CO2 | 20 |
|  |  |  |  |  |
| 3. | a. | Discuss the different techniques used in Experimental Design. | CO1 | 15 |
| b. | Elucidate the different ways of creative thinking. | CO3 | 5 |
| **(OR)** | | | | |
| 4. |  | Critically analyze the layout and design of Instagram pages. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Summarize various tools used in image analysis. | CO3 | 20 |
| **(OR)** | | | | |
| 6. |  | Elucidate on identifying the target audience as a significant step in a designing process. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Elaborate on different branding strategies. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Illustrate the concepts of design presentation to effectively communicate marketing. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Design a graphic poster for a dance festival at your locality applying the principles of design and also explain the principles used in your design in detail. | CO3 | 10 |
| b. | Examine the design strategy of any popular multi-national company of your choice. | CO1 | 10 |