

No. of Printed Pages : 4
Roll No.

189531

1st Sem./ DVOC (Graphics & Multimedia)
Subject : Graphic Design (4.GV.01)

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note:Very short questions. Attempt all ten questions.
(10x1=10)

- Q.1 Creating a color with RGB(0,0,0) will Black and RGB (255,255,255) will give white color.
a) True b) False
- Q.2 What is the problem of drawing with observation and not dimensions?
- Q.3 Space left blank in a picture is also part of visual component of a picture. This statement is:
a) True b) False
- Q.4 Name any 2 features of font: _____ and _____
- Q.5 Multilingual typography means: using multiple _____
- Q.6 A theme helps in reusing _____ and _____
- Q.7 Name any two types of digital images: _____ and _____
- Q.8 For advertising, media planning considers the following :

Who does the ad need to reach?

- a) What is the marketing budget
- b) Frequency of the message
- c) Reach of the message
- d) All of the above

Q.9 Whom will you target for advertising of costly pens?

- a) School students
- b) Professionals working in companies
- c) Street Vendors
- d) Ladies

Q.10 For navigation from one step to another step, the color preferred is:

- a) Red
- b) Yellow
- c) Purple

SECTION-B

Note: short answer type questions. Attempt any six questions out of eight questions. (6x5=30)

Q.11 List the advantages and disadvantages of drawing from observations?

Q.12 Explain the responsibilities of a graphic designer to launch a campaign?

Q.13 Discuss the components of a visual design?

Q.14 Classify text font in different categories.

Q.15 Discuss the principals to be followed while designing the layout of graphic design?

Q.16 Explain the steps used in research and data compiling for and advertisement campaign.

Q.17 How can we make use of different kinds of events for a campaign?

Q.18 Explain different types of websites and their impact of graphic design

SECTION-C

Note: Long answer questions. Attempt any one questions out of two questions. (1x10=10)

Q.19 Explain the use of font, types and features in graphic design.

Q.20 How will you plan an advertisement campaign for new brand of stationary coming up. What type of features will be considered to decide upon using images, text, audio and video.