**22104513**  **Reg. No………………….……...**

**Name……………………………**

**B.A. DEGREE (C.B.C.S.) EXAMINATION, JULY 2022**

**First Semester**

B.A. Animation & Graphic Design

**ELEMENTS OF GRAPHIC DESIGN**

**Time : Five Hours Maximum : 80 Marks**

**Time: 3+2 Hours Maximum : 50+30 Marks**

*(This examination will have two question papers; Question paper 1 & 2. Question paper 1 has 2 parts; Part A & Part B. Question paper 1 will be of 3hrs. Duration and 50 Marks. Question paper 2 containing part C, will be of 2 hrs. duration and 30 Marks. Examination using question papers 1 & 2 will be conducted separately.* ***Total marks for question paper 1 & 2 will be 80****)*

**Part A**

(*Attend any* **Three** *of the following*)

1. Explain Gestalt Theory? Explain with examples and sketches.
2. What is Graphic Design? Explain elements of design with examples.
3. What is Color? Explain the Psychological meanings of different colors.
4. Write notes on the following in a paragraph.

**a.** Rule of Third **b.** Cool Colors **c.** Balance **d.** Logo

**(3 x 10 = 30)**

**Part B**

(*Attend any* **One** *of the following*)

1. Create a logo for an eye specialty hospital named “**NAYANA EYE CARE HOSPITAL**”. Write a short description of your logo and the color used in the logo.
2. Create an interesting tessellation using Geometric or Organic shapes.

(15x15 cm frame)

**(1 x 20 = 20)**

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**Part C**

(*Attend any* **One** *of the following*)

1. Create an innovative poster for “**PROTECT NATURE**” in A4 size.
2. Create an inspiring poster for the “[**NATIONAL ENERGY CONSERVATION DAY**](https://www.jagranjosh.com/general-knowledge/national-energy-conservation-day-1513165304-1)**”** (December 14) campaign. **Caption:** ENERGY Saved is ENERGY Earned

**It is observed on 14 December to raise awareness about the need for energy and its conservation in daily life. Since 1991, it is celebrated every year on 14 December by the Bureau of Energy Efficiency (BEE), under the Ministry of Power.**

**(1 x 30 = 30**