**20101525**  **Reg. No………………….……...**

**Name……………………………**

**B.A. DEGREE (C.B.C.S) EXAMINATION, FEBRUARY 2021**

**Second Semester**

B.A. Visual Communication

**GRAPHIC DESIGN I**

**Time : Three Hours Maximum : 80 Marks**

Answer the following questions.

1. Create a Logo and Symbol for an Ayurvedic Resort **“Athreya”,** and Create stationary designs *ie*: Letter Head, Visiting Card and an Envelop for the promotion. The design should reflect the culture and tradition of the subject.

Colour --- Multi- colour

Address: --- Ayurvedic Resort,

Hill Gardens, 01/625, K S Road,

Kovalam P O, Kerala, India.

M. (+91) 98950 78269

E. admin@athreya.in, W. www.athreya.in

**(1 x 30 = 30)**

1. Using the given Logo of **Globe Construction Group**. Design an advertisement of size 18 cm. x 24 cm. for a magazine to promote the company.

Details and images are given in the folder “**Globe”**

**(1 x 50 = 50)**

**2110325**  **Reg. No………………….……...**

**Name……………………………**

**B.A. DEGREE (C.B.C.S) EXAMINATION, DECEMBER 2021**

**Second Semester**

B.A. Visual Communication

**GRAPHIC DESIGN I**

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

***Attend the following Question***

**MedFactory** have been serving the medical and surgical industry from the last 3 decades.

MedFactory ensures that their customers get the best of resources at a reasonable rate.

They believe in excellent customer service which is why MedFactory constantly interact with people to make sure their requirements are met in the best of ways.

Name of the factory : **MedFactory**

Daily Rental Medical Equipment

So you have to create a **Logo, Symbol and Stationery Designs** (Visiting card, Letterhead) and a multicolour **Advertisement** for the Facebook promotion of the product.

Size of the advertisement: – 15cms x 15cms.

Use the Image & Data’s in the folder **MedFactory**

**(1 x 80 = 80)**