**G 18123793 Reg. No………………….……...**

 **Name…………………………….**

**B.A. DEGREE ( C.B.C.S )(C.B.C.S.S) EXAMINATION, DECEMBER 2018**

**First Semester (Regular & Supplementary)**

B.A. Animation and Graphic Design

**Elements of Graphic Design**

 **Time: 3 Hours Maximum : 40 Marks**

(This examination will have two question papers; Question Paper I and II. Question Paper I has 2 parts, Part A and Part B. Question Paper I will be of 3 hrs. duration and 40 marks. Question Paper II, containing Part C, will be of 2 hrs. duration and 40 marks. Examination using Question Papers I and II will be conducted separately. ***Total marks for question paper 1 & 2 will be 80***)

**Part A**

*Answer any* ***two*** *of the following questions.*

1. Explain principles of design with examples.
2. Write notes on the following in a paragraph with illustrated examples.

a) Shape and forms b) Figure and Ground

d) Harmony e) Subtractive and additive colour

1. Explain Gestalt Law. Add necessary sketches to support this Law.

 **(2 x 10 = 20)**

**Part B**

*Answer any* ***two*** *of the following questions on the* ***A3*** *sheets provided.*

1. Design an interesting tessellation pattern within 15x15 cm frame with a suitable colour scheme.

1. Create a non-objective design using all the elements of design.

1. Design a three color logo for an Art Studio named **‘INCREA’**. The logo should fix in a

6 x 3 inches frame. Show necessary rough sketches and concepts.

 **(2 x 10 = 20)**

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**B.A. DEGREE ( C.B.C.S )(C.B.C.S.S) EXAMINATION, DECEMBER 2018**

**First Semester (Regular & Supplementary)**

B.A. Animation and Graphic Design

**Elements of Graphic Design**

 **Time: 2 Hours Maximum : 40 Marks**

(This examination will have two question papers; Question Paper I and II. Question Paper I has 2 parts, Part A and Part B. Question Paper I will be of 3 hrs. duration and 40 marks. Question Paper II, containing Part C, will be of 2 hrs. duration and 40 marks. Examination using Question Papers I and II will be conducted separately. ***Total marks for question paper 1 & 2 will be 80***)

**Part C**

7. Design a Logo and Symbol for **World Food Day – 16th October, 2019**

using that, create a Poster give importance to the subject.

 **Size : A 3**

 *Use the given Caption*

  **Caption** : (Use any One)

 1. Our Actions are our future....a zero hunger world.

 2. Rise against Hunger.

 3. Feeding people in need.

 **(1 x 40 = 40)**

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**First Semester (Regular & Supplementary)**

B.A. Animation and Graphic Design

**Elements of Graphic Design**

 **Time: 3 Hours Maximum : 40 Marks**

(This examination will have two question papers; Question Paper I and II. Question Paper I has 2 parts, Part A and Part B. Question Paper I will be of 3 hrs. duration and 40 marks. Question Paper II, containing Part C, will be of 2 hrs. duration and 40 marks. Examination using Question Papers I and II will be conducted separately. ***Total marks for question paper 1 & 2 will be 80***)

**Part A**

*Answer any* ***two*** *of the following questions.*

1. Explain principles of design with examples.
2. Write notes on the following in a paragraph with illustrated examples.

a) Shape and forms b) Figure and Ground

d) Harmony e) Subtractive and additive colour

1. Explain Gestalt Law. Add necessary sketches to support this Law.

 **(2 x 10 = 20)**

**Part B**

*Answer any* ***two*** *of the following questions on the* ***A3*** *sheets provided.*

1. How to use Grid system in design. Explain different types of Grid.

1. Create a non-objective design using all the elements of design.

1. Design a three color logo for an Art Studio named **‘ABBILD’**. The logo should fix in a

6 x 3 inches frame. Show necessary rough sketches and concepts.

 **(2 x 10 = 20)**

**Part C**

7. Create an event poster for a music concert **HARP n lyre** conducted at **Marine Drive**,

 **Kochi on 23 March 2019 at 6 pm.**

Create a Typographic Logo for the Concert.

 **Size : A 3**

 *Use the given Caption*

  **Caption** : . **Rock on the Range** music concert

 **(1 x 40 = 40)**