**2110425**  **Reg. No………………….……...**

**Name……………………………**

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

**Second Semester**

B.A. Animation & Graphic Design

**VECTOR GRAPHICS**

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

**Attend the following Questions**

**Part A**

1. Design a multicolour logo and symbol for an advertising agency named “**ABBILD”**.

Their main experience is in corporate identity of start up companies and its various promotional projects. No need of using any images.

**( 1 x 30 = 30)**

**Part B**

1. Design an A3 size poster for a campaign “ **Save Energy”**. The poster can have a caption. No need of use any images, draw illustrations in graphic applications.

**Caption : Conserve our Earth for the future !**

**Slogan : If not Now, When ?**

**If not You, Who ?**

**Produced by :** Technical Management Division,

Government of Kerala,

Trivandrum.

**Colour : Multicolour**  **( 1 x 50 = 50)**

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B.A. Animation & Graphic Design

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

***Attend the following questions***

1. Create stationary designs for an organic Jackfruit product company named **“Jackffee”.**
   1. Logo & Symbol - (20 marks)
   2. Visiting card - (5 marks)
   3. Letterhead - (5 marks)

**Jackfruit Products Co. Ltd.,**

TVS Junction, South Kalamassery,

Ernakulam, Kerala – 683 104, India

http:www.jackfee.com

jackfee@gmail.com

Contact : 82817 77208.

**(1 x 30 = 30)**

1. Create suitable characterized illustrations for the following Rhyme. Add text and make the layout in 20 x 20 cms size, for a Nursery Rhyme book.

It’s for a Nursery Rhyme book use suitable Typography.

## “Once I Saw a Little Bird”

Once I saw a little bird  
Come hop, hop, hop;  
So I cried, “Little bird,  
Will you stop, stop, stop?”

And was going to the window  
To say, “How do you do?”  
But he shook his little tail,  
And far away he flew.

**(1 x 50 = 50)**