**23100333** **Reg. No………………….……...**

**Name……………………………**

**B.A. DEGREE (C.B.C.S) EXAMINATION, JANUARY 2023**

**Third Semester**

B.A. Multimedia

**INTRODUCTION TO GRAPHIC DESIGN I**

**Time: 5 Hours. Total Mark : 80**

***Attend the following questions.***

1. TAG Heuer is a Swiss luxury watchmaker that designs, manufactures and markets watches and fashion accessories, as well as eyewear and mobile phones manufactured under license by other companies and carrying the TAG Heuer brand name. The company began as UhrenmanufakturHeuer AG, founded in 1860 by Edouard Heuer in St-Imier, Switzerland. The name TAG Heuer combines the initials of "Techniques 'Avant Garde" and the founder's surname.

**Redesign the logo and create stationery designs (letterhead and business card)** of TAG HEUER as a combination logo for the company after study the above information. A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image.

**Color: Students can choose the suitable color. Choose two colors for the design.**

**(1 x 50 = 50)**

1. **Create a magazine advertisement** for Time magazine. The students should design an A4 size advertisement for a watch brand called ‘TAG HEUER’ using the given below. Use the existing watch logo in the poster.

**Caption: "Don't Crack Under Pressure"**

Page size : A4

**SPECIAL EDITION**

**TAG HEUER MONZA FLYBACK CHRONOMETER**

Automatic Chronograph - Diameter 42 mmCR5090.FN6001

$13,850.00

Monza returns in a contemporary tribute to the indelible link between TAG Heuer and competition motorsport: this striking carbon rendition with an extreme sports look embodies the very essence of the Maison.

**(Use the attached folder Tag Heuer)**

**(1 x 30 = 30)**

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B.A. Multimedia

**INTRODUCTION TO GRAPHIC DESIGN I**

**Time: 5 Hours. Total Mark : 80**

***Attend the following questions.***

Create a Logo and Symbol for an Ultimate manufacturer for all your LED professional lighting needs**,** and Create stationary designs.  **Letter Head, Visiting Card and an Envelope** for their business promotion. The design should be related to the subject given.

Name of the showroom --- “**ELEFIT”** The professional LED

Colour --- Multi- colour

**(1 x 50 = 50)**

2. Using the above Logo and Symbol design an attractive **Twofold brochure** for the

Promotion of the product.

Size : A4

Colour : Multicolour

*(Images and Data’s given in the folder* ***ELEFit****)*

**(1 ´30 = 30)**

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B.A. Multimedia

**INTRODUCTION TO GRAPHIC DESIGN I**

**Time: 5 Hours. Total Mark : 80**

***Attend the following questions.***

1. At The Ocean Race we race with purpose, because the seas are not just important to the sport we love, we cannot live without a healthy ocean. From capturing data about the state of the seas through our onboard science initiative, to helping children understand what makes the ocean amazing through our learning programme and hosting summits to drive new policies, we are accelerating change to restore the health of our ocean.

To make aware of this important situation, we the ocean race community organizing a race as a campaign.

**Design a logo and stationery designs (Visiting card and letterhead)**  for ‘ Ocean race’ community to show as an identity in the world. Logo should be reflect the theme race, youth, power, dynamic and sea.

**(1 x 50 = 50)**

1. Design a poster for the Ocean Race program to aware the seriousness of the Ocean health. The poster should reflect the dynamism, confidence and spirit among new generation.

Size: A4

Color mode: RGB

Use the given information from the attached files **Ocean race.**

**(1 ´30 = 30)**