**23003335**  **Reg. No………………….……...**

 **Name……………………………**

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

**Third Semester**

B.A. Animation & Graphic Design

**BRANDING DESIGN**

**Total Duration: Five Hours Maximum: 80 Marks**

***Make a creative solution for the following problem.***

**1.**An **Eco**-house (or **eco**-home) is an **environmentally** low-impact home designed and built using materials and technology that reduces its carbon footprint and lowers its energy needs. An **eco** house could include higher than normal levels of thermal insulation. Better than normal air tightness.

The company is an Eco friendly builders & Promoters, named **Structeco.**

You have to do creative designs to promote the company.

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

**Name: “Structeco”** builders and promoters

 **Size of the advertisement: 18cms. x 24cms.**

**(Students should adopt a unique style from the beginning to the end of the design process, also mention the Logo & Symbol description, Colour Psychology &C M Y K value of the Logo &Symbol.)**

 *(Details are given in the folder* ***EcoHomes****)*

 **(1 x 80 = 80 Marks)**

**23003335**  **Reg. No………………….……...**

 **Name……………………………**

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B.A. Animation & Graphic Design

**BRANDING DESIGN**

**Total Duration: Five Hours Maximum: 80 Marks**

***Make a creative solution for the following problem.***

1. Emerald Royal Residency is going to be a inevitable name in the tourism Map of

 Kerala. A few months ago, they introduced its first luxury four-bedroom houseboat.

 They can cruise up to 20 guests for four to eight hours around the backwaters of

 Kerala with support of the locals and the tribals in these area.

 You have to do creative designs to promote the company.

 So you have to create a **Logo , Symbol** and **Stationery Designs** (Visiting card,

 Letterhead, Envelop) and an **Advertisement** for the promotion of the company.

 Name : **Emerald Royal Cruise**

 Caption – **“Enjoy your dreams with satisfaction”**

 Size of the advertisement : 18 cms. x 24 cms.

 ***(Students should adopt a unique style from the beginning to the end of the design***

 ***process, also mention the Logo & Symbol description , Colour Psychology &***

 ***C M Y K value of the Logo & Symbol .)***

 (Details are given in the folder **Emerald**)

 **(1 x 80 = 80)**