**21101343**  **Reg. No………………….……...**

 **Name……………………………**

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

**Fourth Semester**

Animation & Graphic Design

**TYPOGRAPHY**

**Time: 5 Hrs. Total Marks: 80**

 **Answer the following Questions**

# SECTION A

**1.** Using the principle of Isolation, Repetition & Gradation, design a cover page for the

 given book.

The book is rich in information and examples which extensively help to visualize the designers to understand the basics of Typography.

Title of the Book – **The Elements of Typographic style**

Subtitle – Twentieth Anniversary Edition.

Author – Robert Bringhursts

Publisher – **Hartley & Marks Publishers**

Size – 16.5cms x 21.5cms.

Spine – 2 cms.

Colour – Multicolour

**Create a Typographic Symbol for the publisher**

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

  **(1 ´50 = 50)**

# SECTION B

**2.** Create Typographic representation of the following with any of its qualities.

**a)** Baloon **b)** Waves **c)** Ice (Cubes)

 **or**

 **3.** Create a logo for the Kerala Martial Arts “KALARI PAYATTU” in connection with

 the celebration of tourism week Kerala 2022. Create a design with the logo in a size

 of 18x18cms. for the use of publishing in various Medias.

  **(1 ´30 = 30)**