**22101343**  **Reg. No………………….……...**

 **Name……………………………**

**B.A. DEGREE (C.B.C.S) EXAMINATION, AUGUST 2022**

**Fourth Semester**

Animation & Graphic Design

**TYPOGRAPHY**

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

 **Attend the following Questions**

1. Using the principle of Isolation, Repetition & Gradation, design a book cover for a History book on Typography. The book is rich in information and examples which extensively help to visualize the various styles, theories and methods discussed throughout.

Title of the Book – **THINKING WITH TYPE**

Subtitle – A Critical guide for designers, writers, Editors, & Students

Author – Ellen Lupton

Publisher – **TypeArt**

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)** Shark **c)** Ice (Cubes)

 **or**

 3. Create **3** typographic representation combining the name of a **Bird or** an **Animal**

 with any of its qualities.

 **(1 × 30 = 30)**

**22101343**  **Reg. No………………….……...**

 **Name……………………………**

**B.A. DEGREE (C.B.C.S) EXAMINATION, AUGUST 2022**

**Fourth Semester**

Animation & Graphic Design

**TYPOGRAPHY**

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

 **Attend the following Questions**

**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* ***TypoRobert***

  **(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)**

**22101343**  **Reg. No………………….……...**

 **Name……………………………**

**B.A. DEGREE (C.B.C.S) EXAMINATION, AUGUST 2022**

**Fourth Semester**

Animation & Graphic Design

**TYPOGRAPHY**

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

 **Attend the following Questions**

1. Using the principle of rhythm by gradation and repetition, design a book cover for a subconscious mind book on Typography. This book is designed to help you improve your relationships, health, and also to give you an internal strength that makes every hurdle look small.

Title of the Book– **The Power of Your Subconscious Mind**

Subtitle – Connect with your inner self more deeply to make each day better

Author – Joseph Murphy

Publisher – **Srishti Publishers**

Size – 12.85cms x 19.84cms.

Spine – 1.35 cms.

Colour – Multicolour

**Create a typographic symbol for the publisher. The symbol should reflect the theme knowledge, books.**

**(1 x 50 = 50)**

# SECTION B

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

**a)** Book **b)** Key **c)** Sleep

 **or**

 3. Create **3** typographic representations combining the name of ananimal

 with any of its qualities.

 **(1 x 30 = 30)**