**23114343**  **Reg. No………………….…….......**

**Name………………………………**

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

**Fourth Semester**

Animation & Graphic Design

**TYPOGRAPHY**

**Time: 3 Hrs. Total Marks: 80**

**Attend the following questions**

**PART A**

1. Design a typographic poster to raise awareness about environmental conservation. The poster aims to convey a strong message about the importance of protecting the environment and promoting sustainable practices. Your design should capture viewers' attention, engage their emotions, and inspire them to take action for a greener future.

The size of the poster should be A3 size and majority of the visual elements should be typography based. Use very effective caption and font selection in the work. Create a typography logo for the theme and use it in the design. The logotype part is ‘**Earthjustice’**

* 1. **Act now Save Earth**
  2. **Our Environment is in Your Hands.**

*(Use any one of the above captions)*

**(1 x 50 = 50)**

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

**Fourth Semester**

Animation & Graphic Design

**TYPOGRAPHY**

**Time: 2 Hrs. Total Marks: 80**

**Attend the following questions**

**PART B**

1. Create an expressive typography task using the given words.
2. Joy **b)** Confusion **c)** Shame **d)** Love **e)** Serenity **f)** Rubber.

Use 4 x 10cm frame for each design in one file. Use Adobe Illustrator for the design process.

**(1 x 30 = 30)**