GALGOTIAS UNIVERSITY

School of Architecture and Design
Bachelor of Design in Advertising Graphics and Web Design
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - B1UF203T - Fundamentals of Typography II

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Describe how tracking differs from kerning. — K2 (2)

2) What is a ligature in typography? — K1 (3)

3) Compare and contrast widows and orphans in typography. — K2 (4)

4) Analyze the use of typography in a well-known logo. — K2 (6)

5) What is the historical significance of the Gutenberg press in typography? — K3 (6)

6) What are the defining characteristics of typography after industrial Revolution? Illustrate. — K3 (9)

7) Critique the use of typography in any current advertising/branding campaign. Put illustrations wherever necessary. — K4 (8)

8) Discuss the challenges of multilingual typography, in context to India. — K4 (12)

OR

What role does typography play in preserving and promoting indigenous languages and scripts in India? — K4 (12)