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School of Architecture and Design
Bachelor of Design in Advertising Graphics and Web Design
Semester End Examination - Jun 2024

Duration : 180 Minutes

Max Marks : 100

Sem II - B1UF201T - Introduction to Modern Graphics Design 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) Define the term "vector graphics" and explain its significance in digital design. K1 (2)
- 2) What is "shape" in graphic design? How can the use of both geometric and organic shapes influence the overall look and feel of a design? K2 (4)
- 3) Explain the term "bleed" in layout design and its significance in print projects. K2 (6)
- 4) Characterize the importance of line weight and direction in defining the form and structure of an architectural drawing. K3 (9)
- 5) Explain, briefly any three of the graphic design movements K3 (9)
- 6) Compare the use of symmetry and asymmetry as design principles in creating visual balance within a composition. K5 (10)
- 7) Using any relevant Indian case study - explain how Indian culture has affected graphic design in our everyday life. K4 (12)
- 8) Discuss the elements of Design? K5 (15)
- 9) Describe the concept of ideation in the design process and provide examples of brainstorming techniques that designers use to generate creative ideas. K5 (15)
- 10) Develop a plan for incorporating rhythm and repetition into a website layout. Sketch out the outcomes. K6 (18)