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Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Web Technologies and Multimedia) (Sem.–3)

GRAPHIC DESIGN

Subject Code : BVWM-301-19

M.Code : 78639

Date of Examination : 14-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly :

- a) Functions of design
- b) Role of graphic designer
- c) Contemporary graphic design in India
- d) Drawing from dimensional information
- e) Principles of composition
- f) Design for publication
- g) Digital image editing
- h) Media planning
- i) Departments of an advertising agency
- j) Designing navigation.

SECTION-B

2. Discuss the role of design in society.
3. Write the sequential steps for graphic design process.
4. Explain the various types of drawing in detail.
5. Write the principles of layout design.
6. How graphic design for interactive media takes place?

SECTION-C

7. Discuss the various application areas of graphic design processes.
8. Explain the role of multilingual typography and text formatting assist in the graphic design process.
9. How integrating methods of advertising and visual communication impact the media and design?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.