351203

May 2024
B. A. (JMC) (Second Semester)
Basics of Graphics and Design (BAJMC-203-23)

Time : 3 Hours]   [*Maximum Marks : 75*

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

Part A

1. (a) What is Graphic Designing ?   1.5

    (b) Explain the fundamental principles of design and graphics.   1.5

    (c) Explain any *three* elements of graphic designing.   1.5

    (d) What is PNG format ?   1.5

    (e) Explain Layout Planning.   1.5

    (f) Collage   1.5

    (g) Balance   1.5

    (h) Typefaces   1.5

(i) Typography as a communication tool **1.5**

(j) Principle of Rhythm. **1.5**

Part B

2. (a) Explain the principles of Graphic Design with relevant illustrations and examples. **10**

   (b) Write on the evolution and history of graphics design. **5**

3. (a) What are the main elements of design? Describe each in detail. **10**

   (b) What do you mean by file format ? Which file format of images is used in logos ? **5**

4. Explain various components of layout planning. Elaborate the *four* stages of layout planning with a critical comment on the advantages associated with each stage. **15**

Or

Explain the difference between Image editing and Image manipulation. What is Image masking ?

5. (a) Explain the concept of typography hierarchy and why is it important in graphic design. **5**

   (b) What is Font ? Explain the *four* main types of font and their uses with example. **10**

6. (a) What are the basic components of a layout in graphic design, and how do they work together to create a cohesive design ? **10**

   (b) How does the use of hierarchy in layout design help guide the viewer's eye and communicate important information effectively ? **5**

7. What is vector graphics ? What are the three types of vector graphics and their advantages ? **15**

Or

What is Logo ? Explain what all needs to keep in mind while designing an effective Logo ? Analyse any *two* existing logos of your choice.