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327403

May-2026

B.Sc. (VCMT) - IV SEMESTER

Fundamental of Typography

(VCU-206-V)

Time : 3 Hours] [Maximum Marks : 75

Instructions :

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

PART – A

1.	(a)	What is a "Logotype"?	(1.5)
	(b)	What is "Type Anatomy"?	(1.5)
	(c)	Distinguish between Legibility and Readability.	(1.5)
	(d)	Define "Kerning" in typography.	(1.5)
	(e)	What is a "Font Family"?	(1.5)
	(f)	What is "Tracking"?	(1.5)

(g) Define "Hierarchy" in a typographic layout. (1.5)

(h) What is a "Grid System"? (1.5)

(i) Define "Tint" and "Shade" in color terminology. (1.5)

(j) What is "Proportion" in a typographic layout? (1.5)

PART – B

2. (a) Discuss the various types of typography design, including Book Covers and Logo design. (10)

(b) Explain the importance of concept development in typography. (5)

3. (a) Detail the principles of contrast, scale, and proportion in typographic composition. (5)

(b) How does alignment impact the visual flow of information? (10)

4. Explain the criteria for typeface selection and how it affects the tone of a design. (15)

5. (a) Discuss the role of color harmony and color schemes in typography design. (5)

(b) Define "Chroma" and "Tone" as they relate to color terminology. (10)

6. (a) Describe how to explore different typographic weights and styles to create visual interest. (10)

(b) Explain the impact of "Scale" on the readability of body text. (5)

7. Explain the relationship between typography and color charts, focusing on tint shades and harmony. (15)