

B B A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CRBBA18 : ART OF GRAPHICS***(For Regular - 2021 Admission and Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Can you think of a street art-inspired logo in popular culture?
2. Name three types of Transform Tools in Photoshop.
3. Describe a Web 2.0 logo that you find visually appealing.
4. Provide examples of when gradients are used to create a background effect.
5. Can you provide examples of innovative package designs for everyday products?
6. Name a well-known brand with a modernist logo.
7. Name a contemporary graphic designer who inspires you.
8. What does "light and shade" refer to in graphic design?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Name a product with packaging that tells a compelling brand story.
10. How can you move a selected area of an image in Photoshop?
11. What are pictogram logos, and give examples of them.
12. What is the purpose of letterheads in corporate identity?
13. What emotions might earthy tones like green and brown evoke in design?
14. How do you think graphic design will evolve in the future?
15. How has political propaganda influenced graphic design?
16. How can images be integrated with text in a design?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. How does nostalgia play a role in package design and consumer appeal?
18. What role do social media graphics play in branding and emotional engagement?
19. How has technology influenced the evolution of graphic design?
20. How does corporate identity impact a company's branding?
21. What are some common mistakes to avoid when using light and shade in design?
22. Describe the importance of consistency in corporate identity materials.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. How do different shapes in design impact our emotions?
24. Explain the concept of the union of type and image in design.
25. What are the key elements of a great movie poster design?
26. Explain the importance of consistency in a brand's packaging across product lines.

(10 x 2 = 20)