

B.B.A DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CRBBA18 : ART OF GRAPHICS***(For Regular 2022 Admission and Supplementary 2021/ 2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Name a contemporary graphic designer who inspires you.
2. What elements are typically included in corporate identity materials?
3. What is the source of light in graphic design?
4. How can packaging design reflect cultural diversity and inclusivity?
5. What does the Crop Tool do in Photoshop?
6. Describe a Web 2.0 logo that you find visually appealing.
7. In which situations would you use subtle basic shadows in design?
8. List some design principles commonly used in websites.

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

9. Why are simplicity and memorability crucial in logo design?
10. How can graphic design be used to convey a brand's values and mission statement?
11. How does packaging contribute to the sale of a product?
12. What is the purpose of letterheads in corporate identity?
13. Name a product with packaging that tells a compelling brand story.
14. Who created the iconic "Hope" poster for Barack Obama's campaign?
15. What is the purpose of heraldic symbols in design?
16. What is the purpose of using a grid in page layout?

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

17. Share your thoughts on the role of sustainability in the future of package design.
18. What role do social media graphics play in branding and emotional engagement?
19. Why is creativity important in logo design?
20. How do type and images impact each other in design?
21. How do political cartoons use humor to convey messages?
22. What emotions or feelings can psychedelic backgrounds evoke?

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

23. Explain how the layout of a book's pages can impact the reading experience.
24. Describe the emotional effects of a monochromatic color scheme in design.
25. Explore the influence of album cover art on graphic design. Choose a famous album cover and analyze how it reflects the music and artist's identity.
26. Explain the importance of consistency in a brand's packaging across product lines.

(10 x 2 = 20)