**ST. JOSEPH’S UNIVERSITY, BENGALURU-27**

Registration No:

Date & session:

**B.V.C (VISUAL COMMUNICATION) – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**VC1221 – GRAPHIC DESIGN**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

1. **Write short notes on any FOUR of the following. (4x5=20)**
2. Design as a communication tool
3. Visual Hierarchy
4. Complimentary and Analogue colour scheme
5. Balance in design
6. Vector and Raster design
7. **Answer any THREE questions in 250 words each: (3x10=30)**

8. What is typography? What is the importance of typography in graphic design? Discuss?

9. What are the different types of shapes? How does it represent feelings and messages?

10. Explain the principles of design in detail.

11. Discuss the design process with a suitable example.