

Registration Number:

Date & session:

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

**B.VOC. DIGITAL MEDIA AND ANIMATION – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**VOA 1223: GRAPHIC DESIGN**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains ONE printed page and THREE parts.**

1. **Answer any FIVE of the following in about 100 words each. (5x5=25)**
2. Texture
3. Rule of thirds
4. Serif and sans serif
5. Package design
6. Raster and vector tools
7. Cool and warm colour
8. **Answer any TWO in about 150 to 200 words each: (2 x 10 = 20)**
9. What is the relationship between colour and space? How can they be used together in design?
10. Discuss the importance of line in graphic design.
11. Explain different types of brand names with suitable examples.
12. **Answer any ONE of the following in about 250 to 300 words : (1x 15 = 15)**
13. Illustrate a logo for an upcoming campus radio named *Radio MACS*. Elaborate on the design process that you adopted.
14. Discuss the role of typography in graphic design and its impact on conveying message and overall design aesthetics.