

General Instructions

1. Question paper is divided into two sections- A and B
2. Section A is theory based and section B is Application Based
3. Each section is compulsory.

SECTION A (40 Marks)

Answer any **five** of the following in not more than 20 words each: (1x5=5)

- Q1. What do you understand by the term 'Asymmetrical Balance'?
- Q2. What do you understand by 'Colour Intensity'.
- Q3. Define 'Golden Mean' or 'Golden Ratio'.
- Q4. What do you understand by the term "integrated media"
- Q5. Define 'Digital printing'.

Answer any **four** in not more than 50 words each: (3x4=12)

(use/incorporate illustration wherever possible):

- Q6. What is the contribution of research to make a product or a service successful in the market?
- Q7. Find out about the traditional symbolism of different colours in your surroundings especially in the socio-cultural context.
- Q8. In the contemporary scenario a Graphic designer be a specialist or a generalist. Give your views.
- Q9. For an advertiser, what are the advantages and disadvantages of multiple radio and television channels?

Answer any **three** in not more than 75 words each: (5x3=15)

(use/incorporate illustration wherever possible):

- Q10. According to you which one is the oldest communication media?
Support your answer with examples.
- Q11. What kind of the activities can come under corporate or social responsibilities?
List at least five of them.
- Q12. What are the advantages of using layers in the image- editing software.

Answer any **one** in not more than 150 – 200 words: (8x1=8)

- Q13. Keeping in mind the different stages of design, explain how the design processes is a recursive process.

SECTION B (30 Marks)

Attempt any **three** questions out of four given below:

(3x4=12)

Q14. Create a GUI icon for mobile application like

"TIME **organize**" or "PHYSICS **solve**" in 10 cm X 10 cm size.

Q15. Express any three words through the change of Weight in 6 cm X 12 cm size.

WORD, BOOK, BOX, or PIN,

Q16. Create a mirror image of the word '**GOD**' or '**JUM**' with expressive typography in 6 cm X 12 cm size.

Attempt any **two** questions

(2x5=10)

Q18. Design a Poster to Create social awareness about '**Road Safety**'

in 15 cm X 20 cm size.

Q19. Draw an image showing juxtaposition (visual metaphors) of two forms like

'**lotus & bed**' or '**pendrive & tortoise**' in 15 cm X 20 cm size.

Answer any **one** :

(1x8=8)

Q.21. Design a logo by juxtaposing two ideas, show two stages of its developments thumbnails (4 cm X 4 cm) and the final logo in 18 cm X 25 cm size

"Education For Girls.org"

***** end *****