

BHARATIYA VIDYA BHAVAN'S V. M. PUBLIC SCHOOL Vadodara – 9
paper 3

Date : 2017

Graphic Design (Code No.- 071)

Class-XII

Total Pages : 2

Total Marks : 70

Time : 3 hours

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

- (1) What do you understand by 'Orthographic projection' ?
- (2) What is 'Prototype' ? Define it.
- (3) What do you understand by 'Multimedia' ?
- (4) Define 'Luminosity of colour'?
- (5) What do you understand by the term 'Skywriting'?

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

(use/incorporate illustration wherever possible):

- (6) Explain how public relation and exhibitions help in marketing a brand.
- (7) In your opinion what would happen if the design is functional but not aesthetic.
- (8) What do you understand by 'Corporate Social Responsibility (CSR)'?
- (9) Explain 'Offset printing' with examples.

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

(use/incorporate illustration wherever possible):

- (10) Why is it important that a design consists of all three aspects- 'aesthetic', 'teleology' and 'semiotics'?
- (11) What is the contribution of research to make a product or a service successful in the market?
- (12) How will you choose colour in your design if your target audience is international?

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

- (13) How is the role of a graphic designer working in an advertising agency different from a graphic designer working in the in-house advertising department of a corporate?

SECTION B (30 Marks)

Attempt **three** questions out of four given below: (3x4=12)

(14) Creating a logo for “Child Helpline” or “Old Days Home” in 10 cm X 10 cm size.

(15) Draw a decorative '**carnival mask**' using traditional symbolic patterns in 4”x 4” size.

(16) Write '**आशिबाद**' with a monumental and expressive way in 4” hights.

Attempt any **two** questions out of three given below: (2x5=10)

(17) Draw an image showing juxtaposition(visual metaphors) of two forms like
' **beer & baby chair**' or '**mouse & fruits**' in 15 cm X 20 cm size.

(18) Create a Poster in 15 cm X 20 cm size and place a slogan on the image with
calligraphy. Promoting '**Save Girl Child**' in 15 cm X 20 cm size.

Q19. Redesign school News letter '**Bhavanite**' October 2015 Issue on A4 printable size.
Fonts will be in two columns with gap of 1.5 cm and three images with 0.5 cm gutter
and 2 cm bleed. in 7” x 10” size. (1x8=8)

***** end *****