

BHARATIYA VIDYA BHAVAN'S V. M. PUBLIC SCHOOL, Vadodara – 9
Sample Paper 9

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)

- Q1. What is 'Brand Identity' ?
- Q2. How is it different from social awareness campaign?
- Q3. Define 'Design'.
- Q4. What is 'Colour Value'?
- Q5. Define 'Desk Top Publishing' (DTP).

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

(use/incorporate illustration wherever possible):

- Q6. In the field of communication information, what is 'media' referred to?
Give at least 2 examples of digital information media.
- Q7. While designing an advertisement for print media, what are the important things you need to keep in mind and why?
- Q8. Why the 'review and assessment' phase has to be followed once the design is launched?
- Q9. Differentiate between a product campaign and non-product campaign.

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

(use/incorporate illustration wherever possible):

- Q10. What do you understand by the term integrated methods of advertising?
Give example.
- Q11. How can a graphic designer contribute towards e-learning websites?
Give one example of the same.
- Q12. What are the three aspects of design? Explain them by taking an example from real life.

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

- Q13. What is prototype / dummy in design process? Also explain camera ready copy (CRC).

SECTION B (30 Marks)

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

Q14. Sketch an image of size 10 x 10 cms. Separate the image in three different layers to explain the layer concept according to image editing software.

(a) Creating the image (1)

Explaining the separation of layers and its process (2)

Q15. What are the three main groups by which English fonts are classified? Illustrate with the word 'school'.

Q16. Draw two objects from your observation, one each from nature and man made which are similar in shape or texture.

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

Q17. Design a signage for Football "**FIFA Under-19**" games keeping in mind all the three aspects of design like aesthetic, teleology and semiotics.

Q18. Make an effective graphic visual of any word using typography.

(1x8=8)

Q.19. Design a new style of a vehicle graphic (publicity media) on size 15 x 10 cms.

- Selecting the graphic image (2)
- Assess the formal and functional aspects (4)
- Content appropriateness for publicity media (2)

***** end *****