

GRAPHIC DESIGN
Class XII
MARKING SCHEME

SECTION A

Q.N.	Answer the following questions in three to five sentences each.	(1x5=5)
<p>1 What is Teleology? The ability of design to fulfill the function as purpose is called Teleology. (* 1 marks for defining Teleology)</p> <p>2 What is Thumbnail? Thumbnail are small sketches. Which can be as small as your Thumbnail. (* 1 marks for defining Thumbnail)</p> <p>3 What do you understand with the term Aesthetic? Anything related to beauty of form is Aesthetic. (* 1 marks for defining Aesthetic)</p> <p>4 Define Design Brief? The brief describes theme of the project, target audience, resources available , duration and budget of the project. (* 1 marks for defining Design Brief)</p> <p>5 What are the two major categories of Digital Images? Raster Images and vector Images are two categories of Digital Images. (* ½ marks each for defining both categories.)</p> <p style="text-align: center;">OR</p> <p>What are Scanners? The devices which are used to convert Images on the papers into Digital Images are called scanners. (* 1 marks for defining Scanner)</p>		
	Answer the following questions in 80-100 words each.	(3x4=12)
<p>6 Describe Design process? Design process is a multi-stage process. It involves creative phase as well as non-creative phases. Therefore, apart from creative capabilities, a designer needs to develop other capabilities such as observation, research, coordination and management, technical knowledge, and persuasive capabilities. (*3 marks for defining full design process)</p> <p>7 Drawing plays an important part in graphic design. Describe its importance. Drawing is a system of representing visual ideas and thoughts on a surface. Most commonly it</p>		

	<p>is used as a means of depicting three dimensional reality on a two dimensional surface using pencil, charcoal, crayon, pen, brush etc on a paper, cloth, wall etc. Drawing is also used as a tool for visualisation'. Drawing is a skill which is perfected by its keen interest in its enticing activity of observation and by patient and persistent practice of representing it. (*1 mark for each point explaining the importance)</p> <p>8 What do you understand by warm and cool colour? This is the most simplest classification of colours. All the visible colours can be divided into two basic categories— warm colours and cool colours as shown in the figure alongside. Normally, warm colours are considered as aggressive and active colours while the cool colours are considered as passive and receding colours. A range of colour hues from redish-violet to yellowish-green is considered as warm colours. On the other hand hues ranging from green to violet are considered as cool colours. (* 1.5 marks for defining each category of colour)</p> <p>9 What is Digital Image editing? Graphic designers frequently use both the types of digital images. There are tools to convert images on the papers into digital images. These devices are called scanners. Such digital images can be further modified or manipulated digitally. There are software programs to create, modify and manipulate digital images. Such programs are called digital image editors. There are digital image editors for two dimensional image processing as well as three dimensional image processing. (*3 marks for defining full process of digital image editing)</p> <p>OR</p> <p>Newspaper is playing an important role in our lives and has many advantages. Describe few of them. A newspaper is described as 'printed periodical' containing news published daily. Advantages of a newspaper</p> <ul style="list-style-type: none"> • The market can be broadly selected, catering to different types. • The medium permits flexibility of length and size. • Advertisements can be enhanced by the use of colour. • Advertising can be inserted at a fairly short notice. • Advertising can be restricted to a region, if required. <p>(*1 marks for defining newspaper and 2 marks for defining advantages)</p>
	<p>Answer the following questions in 100-120 words each. (5x3=15)</p>
<p>10</p>	<p>Layout enhances the usual appearance of design. Describe the different type of layout. Types of Layout: A layout is the play in placement of given text and suitable images on a given surface area. Layouts can be classified in three categories:</p> <ul style="list-style-type: none"> • Text Dominant • Image Dominant • Image and Text

Text Dominant: If there is too much or large text then it will have to be text dominated. But from the layout point of view the headline could be used in large display fonts occupying more area if that creates the desired effect.

Image Dominant: These layouts are seen regularly in our newspapers and magazines, where a picture of a celebrity takes centre stage or the product is shown in all its glory like in most automobile advertisements.

Image and Text: In these types of layouts, image and text are used in equal measure, and given a balanced exposure.

(*1 marks for defining layout, and 4 marks for categories and explanation)

11 What is corporate social responsibility?

Corporate Social Responsibility is a form of positive publicity of its own organization by creating awareness and helping improve living conditions of the community and the society around you and your company or factory and beyond and doing your bit to contribute by actually doing it. Subsequently it helps project the company as a good corporate citizen.

Firstly, it incorporates environment-friendly manufacturing practices, adopting non-polluting technologies, maintaining healthy surroundings, employee welfare schemes, providing medical and educational facilities to nearby villagers and various such things. Now-a-days these activities have become inevitable as they convey a leading edge corporate strategy which can be communicated effectively through corporate advertising.

The company can communicate who they are, what they are and what they stand for. It largely compliments the corporate image change perceptions, attitudes, behaviour – to reality. Familiarity through CSR projects leads to favorability, building public awareness and appreciation.

(*5 marks for full explanation)

12 Radio is an important electronic media. Evaluate its advantages.

Originally, radio or radiotelegraphy was called “wireless telegraphy”. In 1906 First Radio Tube was invented. The term “Radio” is said to have been coined by the advertising expert Waldo Warren and became common by the time of the first commercial broadcasts in the United States. In India, Radio Broadcasting started in 1927 with two privately owned transmitters. Soon the Government took over the broadcasting and named it the Indian Broadcasting Service. Later it was re-named All India Radio (AIR).

Advantages of Radio

- Wide coverage and costs are not too high.
- Can reach people on various occasions in diverse locations.
- Attracts attention using the persuasiveness of the human voice along with capturing music, it can sound “urgent” and compelling.
- Can be properly timed, to reach the target audiences.
- Target market can be reached in its own language.

Disadvantages

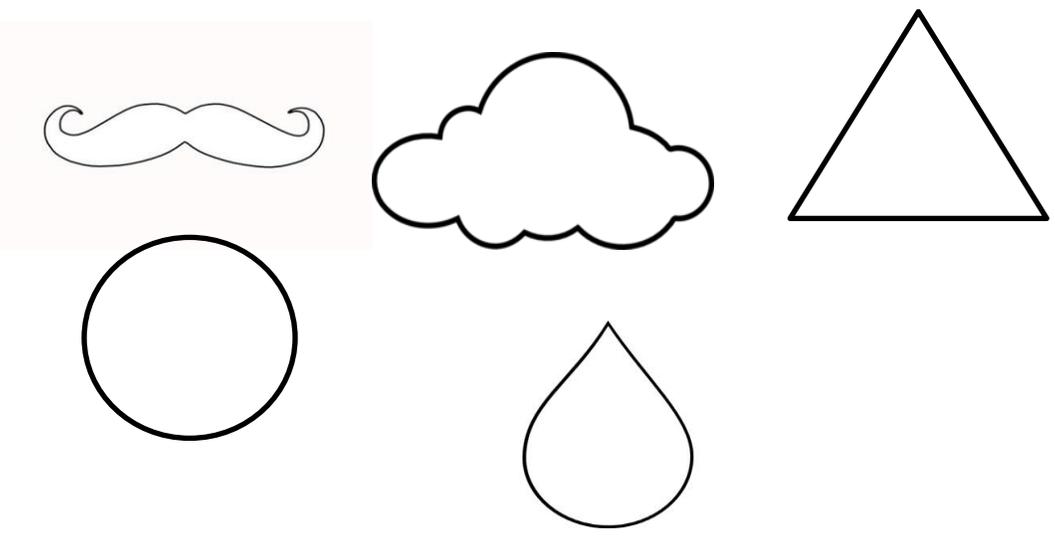
- By and large, radio cannot be a primary medium.

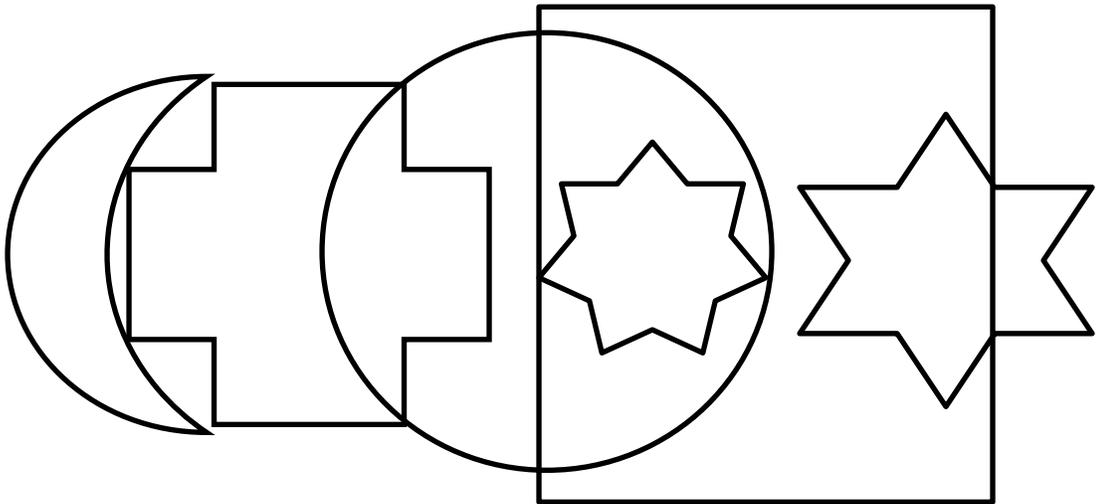
	<ul style="list-style-type: none"> • It can only be used as a reminder or support medium. • Has creative limitations. • Audience profile and numbers cannot be known accurately. <p>(*1 marks for defining Radio, and 2 marks for defining advantages and disadvantages each)</p> <p>OR</p> <p>Television and outdoor mediums are so popular among masses. Differentiate between them.</p> <p>Television has an important aspect in our lives. It is an audio visual media which delivers impactful message. Now we have many 24 hour news and current affairs channel among others which reach almost 30 million Indian households.</p> <ul style="list-style-type: none"> • Wide coverage deep creative impact. • High prestige, favourable flexibility. • Rather high initial cost, limited viewer attention. • Fleeting message requires frequent repetitions. <p>Outdoor media or OOH (out of home): One of the oldest methods of communication—it is actually a pre-print media. In its modern form, there are posters, hoardings, kiosks, banners, neon signs, and skywriting.</p> <p>Outdoor advertising is designed to catch the eye and not to be read in detail. Repetition and reminders are its tremendous forces. OoH is a highly important contribution to many advertising campaigns.</p> <ul style="list-style-type: none"> • Length of message is restricted as the audience is on the move, and will not deliberately stop to see the advertisement. • Competitive products are often found in close proximity. • Not possible to pre-select a limited group of the public.
	<p>Answer the following questions in 150-200 words each. (8x1=8)</p>
<p>13</p>	<p>Graphic Design can be a game changer in the contemporary scenario. Justify this statement.</p> <p>Looking at varied functions of design and its impact and implications, a designer in general and a graphic designer in particular can play a seminal role in resolving contemporary design issues. Graphic designers generate graphics for variety of things mostly either for print media or for digital media.</p> <p>This is usually done on a task basis if you are a freelance graphic designer and if you are employed in a graphic design firm then it will be a part of your routine activity. Here at every instance a graphic designer should always think about the larger concerns of design and society.</p> <p>Designers must be able to work under extreme time constraints and much defined financial conditions and still should be able to produce quality work. In a large corporate set up a graphic designer must be able to understand and synthesize all the inputs received from number of people such as technical experts, marketing personal, managers and policy makers as well as visualizes and other co-designers. Graphic designer also has to understand user research feedback prepared by the marketing department and cost specifications determined by the budgeting department.</p>

	<p>Apart from these not so creative tasks, a graphic designer has to prepare variety of sketches and models that demonstrate different approaches to the concept and prepare effective presentations. Therefore, a graphic designer also needs excellent communication skills. (* Full 8 marks for justifying the statement and its role)</p> <p>OR</p> <p>Creativity is the backbone of any Graphic Design. Describe creativity and its processes in graphic design.</p> <p>Creativity is a natural gift as well as it can be nurtured. Intuition and inspiration certainly aid and enhance the final results of any creative activity but in general if a designer follows a process in a certain way then that can also lead to creative output. Each graphic designer develops one's own method for solving design problems, then evolves that method over a period of time which culminates into a special 'style' of that designer. No designer will view a problem from the same perspective; on the other hand, uniqueness of creative solutions lies in this specific aspect of problem perception. However, it is possible to capture major commonalities across various styles and develop a broad outline of the design process.</p> <p>There has been always a curiosity about understanding the nature of creative process. Graphic design is no exception to it. It is believed that creative people are 'gifted' and bestowed with special power or gift of generating beautiful ideas. Although, there is some bit of truth in this belief, since some people are naturally fluent in generating interesting ideas and articulating them, it is also true that if a person makes efforts and understands various procedures and subtle dynamics of creative thinking and then follows it in a step by-step manner then it can yield creative results. (* 4 marks for describing creativity and 4 marks for its processes)</p>
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SECTION B

	Answer the following questions. (3x4=12)
14	<p>Take 3 circles, make a design within a box of 2"x2" and colour it. (* 2 marks for creating design and 1 mark for colouring)</p> <p>OR</p> <p>Make a slogan on 'Save Girl Child' and write it in San Serif Style. (* 2 marks for making slogan and 1 mark for writing)</p>
15	<p>By using primary colours, make a pattern design within a circle of diameter 4". (* 2 marks for creating pattern design and 1 mark for colouring)</p>
16	<p>Take first two letters of your name and compose a design within a rectangle of 4"x3" & colour with 2 colours only. (* 2 marks for composing design and 1 mark for colouring)</p>

17	<p>Design a logo for 'Swatchh Bharat Abhiyan' with black colour within a size of 3"x3". (* 2 marks for designing a logo and 1 mark for colouring)</p>
	<p>Answer the following questions. (5x2=10)</p>
18	<p>Make a poster on 'Anti- Corruption' with suitable graphic's within a size of 5"x7" & Justify the concept. (* 3 marks for making a poster and 2 marks for justifying concept)</p>
19	<p>What is the role of website in todays lives? Design a suitable webpage layout for 'Mobile Phone Company'. (* 2 marks for describing the role of website and 3 marks for designing the layout)</p> <p>OR</p> <p>What is the role of magazine in our lives? Design a cover page for 'India Today' with colours. (* 2 marks for describing the role of magazine and 3 marks for designing the cover page)</p>
	<p>Answer the following questions. (8x1=8)</p>
20	<p>What do you understand with the term Drawing? How Drawing from memory is different from drawing from observation? Make a drawing sketch from your observation using below given shapes.</p> <div style="text-align: center;">  </div> <p>2 marks for defining drawing, 2 marks for differentiation and 4 marks for drawing a sketch.</p> <p>OR</p> <p>What is colour theory? What are the different colour schemes? By using any one colour scheme fill the design given below.</p>



2 marks for defining colour theory, 2 marks for defining colour Scheme, and 4 marks for colouring the design.