

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
FY B.Voc(ST), Semester-II, Semester End Examination, June 2022  
Graphics Designing (STG202)

Marks: 60

**Duration: 2hrsMax**

**Instructions:**

- 1) Start each question on a fresh page.
- 2) All Questions are compulsory.
- 3) Figures to the right indicate maximum marks.
- 4) Mention suitable assumptions, if any.
- 5) Draw Diagrams wherever necessary.

**Q1. Answer ANY 5 of the following**

(5x2=10)

- A. Explain significant of rhythm and movement
- B. Describe repetition with an example
- C. Explain what is negative space?
- D. Describe split-complementary color scheme? Give 1 example
- E. What are Tint, Tone, and Shade? Explain how each of these attributes characterizes colors.
- F. Describe what is color harmony? Give 1 example.
- G. Explain importance of serif and san serif fonts with example.

**Q2. Answer ANY 5 of the following**

(5x2=10)

- A) Write why Shape and form are important elements of design
- B) Describe Visual hierarchy?
- C) Explain with example importance of typefaces in designing a logo and stationary?
- D) Explain what is pixels with reference to image resolution
- E) Explain advantages of RGB and CMYK color?
- F) Explain with examples relationships of Cool colors with emotion?
- G) Explain why type styling, leading and kerning are effective in graphics design

**Q3. Answer the following**

10

- A) Explain different tools of vector graphic software. (5)
- B) Write the process of designing warm color scheme (5)

**OR**

- C) Fanta wants to make a promotional poster for summer season which color palate will you used, Write with examples (5)

**Q4. Answer the following**

10

- A. In a magazine cover page layout how you going to take care of typography to make it visually appealing. Write with examples (5)
- B. Write the technique of bitmap image manipulation. (5)

**OR**

C. Explain the advantages of vector graphics and raster graphic? (5)

**Q5. Answer the following** 10

A. Write how you are going to use Balance, Contrast, Unity and Emphasis while creating graphic design layout. (5)

B. Write why the elements of design are important in graphic designing (5)

**OR**

C. Write reasons why knowledge of color theory is compulsory for graphics designer (5)

**Q6. Answer the following** 10

A. Explain what do you understand by a layer and blending options in Photoshop? (5)

B. Explain creativity and its process with reference to the different type of design layout (5)

**OR**

C. Explain why does CMYK look different from RGB? (5)