



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JAN 2023**

**Semester :** Semester III - 2021

**Course Code :** DES2032

**Course Name :** Sem III - DES2032 - Typography

**Program :** B.Design - Communication Design

**Date :** 12-JAN-2023

**Time :** 9.30AM - 12.30PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.  
 (ii) Question paper consists of 3 parts.  
 (iii) Scientific and non-programmable calculator are permitted.

**PART-A**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**3Q X 10M = 30M**

1. Describe about Kerning and line spacing with examples.

(CO4,CO3) [Knowledge]

2. Write the invention and uses of typography in early ages.

(CO3,CO4,CO5) [Knowledge]

3. What is Typography and brief about different types of Typography?

(CO4,CO5) [Knowledge]

**PART-B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2Q X 15M = 30M**

4. What are the types of typefaces and its principles, explain.

(CO4,CO5) [Comprehension]

5. Design a letter using grid and write it as a word and sentence.

(CO5,CO4) [Comprehension]

**PART-C**

**VIVA / JURY**

**1 X 40M = 40M**

6. Create a logo design of vehicle company using only fonts with tag line

(CO5,CO4) [Application]

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