



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : SEMESTER - III - 2021

Course Code : BSM1009

Course Name : Sem III - BSM1009 - Design Thinking and Communication

Program : B.Sc. Multimedia

Date : 9-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

3 X 10 = 30M

1. Write your name and explain it with the anatomy of typography.
(CO1) [Knowledge]
2. Describe the principles of Design and also narrate how those principle have been implemented in Design with suitable examples.
(CO2) [Knowledge]
3. Describe the Colour wheel and explain the formation of colours in detail.
(CO3) [Knowledge]

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

4. Take the Two Initial Letters from your name (capital case only), Compose a design using that and create a logo for your Brand.
(CO2,CO3) [Comprehension]
5. Create a magazine cover page on the Genre of "Sports". Describe the creation of your magazine cover page in detail.
(CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTIONS

1 X 40 = 40M

6. Design the poster to communicate a message of "Gender Equality". Describe the steps involved in the creation of poster in Detail.
(CO2,CO3,CO1) [Application]
