

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester I - 2022

**Course Code :** BSM1002

**Course Name :** Sem I - BSM1002 - Visual design and language

**Program :** B.Sc. Multimedia-VFX SFX GAMING

**Date :** 31-JAN-2023

**Time :** 10.00AM - 1.00PM

**Max Marks :** 100

**Weightage :** 50%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
  - (ii) Question paper consists of 3 parts.*
  - (iii) Scientific and non-programmable calculator are permitted.*
  - (iv) Do not write any information on the question paper other than Roll Number.*
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**PART A**

**ANSWER ALL THE QUESTIONS**

**3X10=30M**

1. Define the importance of Typography in Graphic Design. Also discuss the types of Font family with proper diagrams.  
(CO1) [Knowledge]
2. Briefly explain the importance of textures in design. Also give the reference texture that you have observed.  
(CO2) [Knowledge]
3. Discuss the difference between Vector based and Bitmap. Also give the example with proper Software.  
(CO2,CO3) [Knowledge]

**PART B -**

**ANSWER ALL THE QUESTIONS**

**2X15M=30M**

4. Briefly Discuss about the Art board, Text tool, move tool, Paint Bucket Tool and come up with a Design using these tool and Explain the Steps that you have done.  
(CO2) [Comprehension]
5. You have owned a new Graphic Design Company, for your company you need a proper official letter for communication. Design a letter for your official purpose and discuss it in detail.  
(CO2,CO3) [Comprehension]

**PART C**

**VIVA/JURY**

**1X40M=40M**

6. Design a Poster on the topic "Save nature" which have to be Finalised and publish on the upcoming weekly Magazine. Also write down a Slogan for Save Nature and attach it along with your Design.

(CO3,CO2) [Application]