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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV&VI

Course Code : DES2080

Course Name : Sem IV&VI - DES2080 - Art of Design Language

Program : BDC&BDF

Date : 12-APR-2023

Time : 9.30AM - 11.00AM

Max Marks : 50

Weightage : 25%

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.

PART A

ANSWER ALL THE QUESTIONS

(5 X 3 = 15M)

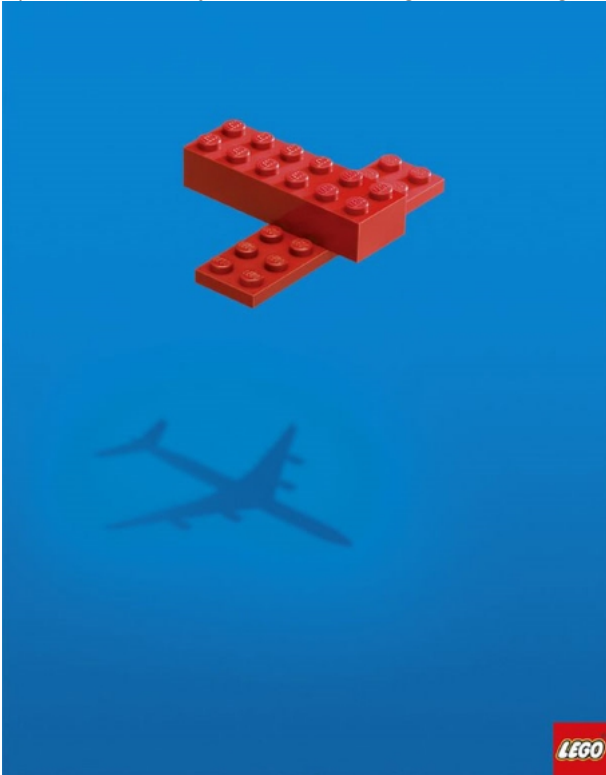
1. List the goals of a critique.
(CO1) [Knowledge]
2. State the need for critique.
(CO1) [Knowledge]
3. What are the themes of an effective critique?
(CO1) [Knowledge]
4. What is sharpening and levelling?
(CO2) [Knowledge]
5. List the important rules of composition.
(CO2) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

6. Based on the observations made for the given poster, discuss the following:
- 1) Use the critique framework and rate the following - function, audience, theme/concept and visual elements used
 - 2) Discuss the effectiveness of the composition in communicating the central idea to the customers.
 - 3) What would you like to change in the original design of the poster?



(CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

7. Based on the observations made for the given poster, discuss the following:
- 1) Which principle of visual hierarchy has been applied here?
 - 2) Provide a detailed critical evaluation of the composition based on the design elements used and the composition developed on the basis of the effectiveness of the overall design.

(CO2) [Application]

