PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023

Semester : Semester IV - 2021

Course Code : DES2083

Course Name : Sem IV - DES2083 - Digital Illustration

Program : BDP

Date : 13-APR-2023

Time : 2PM - 3.30PM

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 THE FOLLOWING QUESTION **(1 X 20 = 20M)**

1. Explain colour Values, Tints and Shades with proper Colour mixing. How you are going to use this in colour selection process for your Design.

(CO2,CO1) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION **(1 X 15 = 15M)**

2. Explain the Steps involved in creating a Poster? Describe it in the proper order.

(CO1,CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION **(1 X 15 = 15M)**

3. Create an Advertisement for your Product using Graphic Design software which is going to publish in the weekly Magazine.

(CO2,CO1) [Application]