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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester IV - 2022 - 23 - B. Design - 2021

Course Code : DES3005

Course Name : Sem IV - DES3005 - Applied Visual Design

Program : B. Design

Date : 15-APR-2023

Time : 2:00PM - 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.
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PART A

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

1. Create a Visual Poetry - Shape Poetry. Draw your shape first, and then import the text of your poem into your shape.
(CO1) [Knowledge]
2. What is a Logo Design? Write the definition.
Write and explain seven (7) types of logo design with examples, and give your conclusion.

(CO2) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

3. Answer any 15 from the below:
- a 3D-rendered comics - explain
 - b CMYK - explain
 - c Color Mode - explain
 - d Comic - explain
 - e Credits Page - explain
 - f Double Page Spread - explain
 - g DPI - explain
 - h Graphic Novel - explain
 - i Gutter - explain
 - j JPG - explain
 - k Lettering - explain
 - l Narration Box - explain
 - m Panel - explain
 - n PDF - explain
 - o Photo Comics - explain
 - p RGB - explain
 - q Sequential Art - explain
 - r Sound Effect - explain
 - s Splash Page - explain
 - t TIFF - explain
 - u Trade Dress - explain
 - v Word Balloon - explain

(CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

4. Choose any one (1) Business type and Create a SYMBOL (Paper Size: 11X17 inch - Color: Black & White).
1) Food 2) ZOO 3) Restaurant 4) Education 5) Advertising
Submissions : 1 no's, must include three (3) ideations.

(CO3) [Application]