

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET B**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester III - 2022  
**Course Code :** DES2032  
**Course Name :** Typography  
**Program :** Communication Design

**Date :** 03-JAN-2024  
**Time :** 1:00 PM - 4:00 PM  
**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.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5Q X 4M = 20)**

1. Using a grid and the "Fancy\_ Cartoonic" style, write a "word."  
(CO2) [Knowledge]
2. Draw the ornamental letter "g" and use the name detail to show the ear, link, and loop.  
(CO1) [Knowledge]
3. Explain line spacing and kerning.  
(CO2) [Knowledge]
4. Write about which mobile phones employ the "Hevetica" font.  
(CO2) [Knowledge]
5. Write about the early days of typography's development and applications.  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(5Q X 10M = 50M)**

6. Explain what type design is? Write names of different kinds of typeface.  
(CO3) [Comprehension]
7. In what ways may typography aid in the development of a brand identity?  
(CO2) [Comprehension]

8. Explain what decorative typefaces indicate about a brand by providing an illustration. (CO3) [Comprehension]
9. Use the grid to write any word and illustrate the hierarchy inside it. (CO3) [Comprehension]
10. Explain typography as a language using a drawing as an example (CO4) [Comprehension]

### **PART C**

#### **ANSWER ALL THE QUESTIONS**

**(2Q X 15M = 30M)**

11. How does typography help create visual hierarchy? (CO3) [Application]
12. Could you clarify the distinction between a font and a typeface? (CO5) [Application]