PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
MID TERM EXAMINATION - OCT 2023

Semester : Semester III - 2023
Course Code : DES2032
Course Name : Sem III - DES2032 - Typography
Program : BDC

Date : 16-OCT-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 2 = 10M)**

1. Write about "Hevettica" font and it is used in which mobile phone.

(CO1) [Knowledge]

2. What are the types of Type faces. Explain.

(CO2) [Knowledge]

3. Explain about "San Serif" font in typography.

(CO3) [Knowledge]

4. What is logo design, explain in few words.

(CO2,CO3) [Knowledge]

5. What are the principle of typography used in poster design.

(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 10 = 20M)**

6. Explain about different types of font and its used in the daily life.

(CO3) [Comprehension]

7. Write letter "A" using grid and mark the extended bar of it.

(CO2,CO3) [Comprehension]

8. Draw a Serif font "g" and indicate the ear, link & loop with the name detail.

                                                            (CO2,CO3) [Application]