

PARUL UNIVERSITY
FACULTY OF DESIGN

B. Design., Summer 2017 - 18 Examination

Semester: 1

Subject Code: 18193101

Subject Name: Communication Skill - I

Date: 19/05/2018

Time: 10:30am to 12:30pm

Total Marks: 40

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 A) Do as directed. (0.5 mark for each item)**(06)****Choose correct word to fill in the gap.**

Note: If answer of 1 is z then write 1 – z as your answer in your answer-book. No need to copy paragraphs for your answer.

- | | | |
|---------------|-----------------|----------|
| a. Vegetarian | b. Second best | c. Local |
| d. Recycle | e. Matches | f. Paper |
| g. Plastic | h. Bottled | i. Ban |
| j. Aluminum | k. Rechargeable | |

1 GO..... ONCE A WEEK: One less meat-based meal a week helps the planet and your diet. For example: It requires 2,500 gallons of water to produce one pound of beef. You will also save some trees. For each hamburger that originated from animals raised on rainforest land, approximately 55 square feet of forest have been destroyed.

2 RETHINK..... WATER: Nearly 90% of plastic water bottles are not recycled, instead taking thousands of years to decompose. Buy a reusable container and fill it with tap water, a great choice for the environment, your wallet, and possibly your health. The EPA's standards for tap water are more stringent than the FDA's standards for bottled water.

3..... BATHTIME! : Have a no-bath week, and take showers instead. Baths require almost twice as much water. Not only will you reduce water consumption, but the energy costs associated with heating the water.

4 SECOND-HAND DOESN'T MEAN: Consider buying items from a second-hand store. Toys, bicycles, roller blades, and other age and size-specific items are quickly outgrown. Second hand stores often sell these items in excellent condition since they are used for such a short period of time, and will generally buy them back when you no longer need them.

5 BUY..... : Consider the amount of pollution created to get your food from the farm to your table. Whenever possible, buy from local farmers or farmers' markets, supporting your local economy and reducing the amount of greenhouse gas created when products are flown or trucked in.

6..... UNWANTED WIRE HANGERS: Wire hangers are generally made of steel, which is often not accepted by some recycling programs. So what do you do with them? Most dry cleaners will accept them back to reuse or recycle.

7 RECYCLE..... AND GLASS: Twenty recycled aluminium cans can be made with the energy it takes to manufacture one brand new one. Every one of glass recycled saves the equivalent of nine gallons of fuel oil needed to make glass from virgin materials.

8 CHOOSE..... OVER LIGHTERS: Most lighters are made out of plastic and filled with butane fuel, both petroleum products. Since most lighters are considered 'disposable,' over 1.5 billion end up in landfills each year. When choosing matches, pick cardboard over wood. Wood matches come from trees, whereas most cardboard matches are made from recycled paper.

9..... BAGS SUCK: Each year the U.S. uses 84 billion plastic bags, a significant portion of the 500 billion used worldwide. They are not biodegradable, and are making their way into our oceans, and subsequently, the food chain. Stronger, reusable bags are an inexpensive and readily available option.

10 STOP..... BANK STATEMENTS: Some banks will pay you a dollar or donate money on your behalf when you cancel the monthly paper statements you get in the mail. If every household took advantage of online bank statements, the money saved could send more than seventeen thousand recent high school graduates to a public university for a year.

11 USE..... BATTERIES: Each year 15 billion batteries produced and sold and most of them are disposable alkaline batteries. Only a fraction of those are recycled. Buy a charger and a few sets of rechargeable batteries. Although it requires an upfront investment, it is one that should pay off in no time. And on Christmas morning when all the stores are closed? You'll be fully stocked.

12. Work profile of a museum floor manager: A floor manager _____ have excellent communication and management skills as well as having an eye for detail.

- a) must b) can c) is d) was

B) As a student of Picasso Institute of B. Design, write an email to Principal for approving your study leave for 12 days. You are going to participate in National level event of your field. Invent necessary details. Inform your class teacher and head of department also. **(04)**

Q.2 Answer the following questions in brief (Any four out of five) (08)

1. Complete the following sentences, choosing the correct verb form from the brackets:

- (a) One of us _____ brought the advance learners' dictionary. (have, has)
(b) The HR Manager speaks to each of the men who _____ here. (work, works)
(c) The girl saved by the doctor _____ left hospital. (have, has)
(d) All the food _____ been eaten. (have, has)

2. Rewrite the following sentences, replacing the underlined words with those in brackets, and making other necessary changes:

- (e) Sunidhi Chauhan and Bhumi Trivedi sing well. (or)
(f) M F Hussain and his brothers are coming. (along with)
(g) Some of the furniture is very durable. (chairs)
(h) My daughters are hard-working, aren't they? (daughter)

3. Change the following sentences into Passive Voice

- (i) People always admire a courageous person
(j) They still deny equal rights to women

4. Change the following sentences into Active Voice

- (k) Passengers are forbidden to cross the line
(l) English is spoken all over the world

5. Change the subject of each sentence from plural to singular and rewrite the following sentences making necessary changes.

- (m) These employees frequently fly from Jaipur to Indore.
(n) Confused students are expected to consult their respective subject teachers and discuss difficult topics with them.

Q.3 Answer the following questions.

A) Reading Comprehension.

(06)

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter's art and analyst's precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.

Graphic designers - or graphic artists - plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems -called environmental graphics - for business and government. An increasing number of graphic designers also develop material for Internet Web

pages, interactive media, and multimedia projects. Graphic designers also may produce the credits that appear before and after television programs and movies.

The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider cognitive, cultural, physical, and social factors in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts. Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. Designers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to date computer and communications equipment is an ongoing consideration for graphic designers.

Section A: Find one word from the passage for the description given below (5 marks)

Note: if your answer for question a) is word 'design' then write your answer as "a) design" in your answer book. No need to write entire description.

- a) relating to the part of mental functions that deals with logic =
- b) a piece of information, spoken or written, passed from one person to another =
- c) an identifying symbol used as a trademark =
- d) a large business organization =
- e) one who buys and uses goods and services =
- f) the exclusive right to reproduce, publish, and sell an original work, or any part of it, for a certain number of years =
- g) a person using the services of a lawyer, architect, or other professional person =
- h) relating to the arts of representation, decorating,, and printing on a flat surfaces
- i) to put in vigorous action
- j) to create a preliminary version or sample for demonstration

Section B: Give appropriate title to this passage.(1 mark)

- B) Applying your creative sense of visual representation and knowledge comprehension skills make notes of the passage given in Q.3 A. You may use enumeration, bulleting, table, process chart, diagram, figure to convert provided paragraph in the form of notes. (04)**

Q.4 Answer the following questions.

- A) Write Picture Description in around 120 words. (any one) (04)**



a.



b.

B) Write passage of about 150 words on “When designing a laptop bag...” Use your knowledge of elements and principles of design, colors and materials and write about the topic using the structure below and underline them in your answer book. **(04)**

There are three important things to consider when...

First you must... this is necessary because... expand with examples!

Secondly ... is also vital so that... expand with examples!

Finally, you should remember... in order to ... expand with examples!

So, to sum up...,... and ... are the three points that lead to success when...

C) End of the story is given below. Considering it as last line of your story develop a narrative piece of your imagination of about 150 words. **(04)**

“My wife / husband screamed with happiness when she saw my photo on cover page of ‘Design magazine’.”

OR

C) Write a story of about 150 words on ‘You become a character in your favorite video game, and...’ **(04)**