

PARUL UNIVERSITY
FACULTY OF FINE ARTS
FA, Summer 2018 - 19 Examination

Semester: 3
Subject Code: 14104202
Subject Name: History of Design-I

Date: 29/04/2019
Time: 2:00pm to 4:30pm
Total Marks: 60

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.
5. Draw diagrams wherever necessary.

Q.1 Answer the following.

A. What is advertising? Mention 6 stages, Discuss any one stage in brief **(15)**

B. Multiple choice type questions. (Each of 01 mark) **(05)**

1. _____ is more important rather than text.

- A. Color
- B. Form
- C. Space
- D. Visual

2. _____ Types of font mostly used in news paper design.

- A. Serif
- B. San serif
- C. Script
- D. Traditional

3. _____ is highest dominate color.

- A. White
- B. Black
- C. Blue
- D. Red

4. _____ is a closed two dimensional area.

- A. Shade
- B. Space
- C. Value
- D. Shape

5. Picture that stand for words or idea are _____

- A. Icon
- B. Ideogram
- C. Photograph
- D. Pictograph

Q.2 Difference between Normal font and bold font write their uses with examples. **(10)**

Q.3 Write short notes. (Any Three) (Each of five marks) **(15)**

1. Branding
2. Layout
3. Typography
4. Perspective
5. Composition

Q.4 Explain the Raja Ravi Varma and his contribution in India start first printing press. **(15)**