

PARUL UNIVERSITY
FACULTY OF FINE ARTS
FA Winter 2018 - 19 Examination

Semester: 5
Subject Code: 14104303
Subject Name: History of Design - III

Date: 05/12/2018
Time: 02:00pm to 04:30pm
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 do you mean by Buying Motives? Explain with example. (15)
- B. Multiple choice type questions. (Each of 01 mark) (05)
1. In Typography, a key component in Graphic Design, the Bauhaus School was instrumental in developing fonts with that style?
 - A. Gothic
 - B. Sans Serif
 - C. Modern
 - D. Old Style
 2. Which of the following Professions would be MOST responsible for creating the visuals on a product package?
 - A. Project Management Professional
 - B. Graphic Designer
 - C. Software Engineers
 - D. Web Designer
 3. If you want to include pictures on your website, a good resolution would be _____
 - A. 64ppi
 - B. 320ppi
 - C. 96ppi
 - D. 1200ppi
 4. _____ is the process of organizing and composing words & images to create a message.
 - A. Optical Illusion
 - B. Expression
 - C. Illusion
 - D. Graphic Design
 5. In Typography letters that hang below the baseline of the text 'g' or 'y' are referred to as what?
 - A. Descenders
 - B. Anomalies
 - C. Line length
 - D. None of the above

Q.2 Describe Product Feature. (10)

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

1. Passing off
2. Outdoor Advertising
3. Trademarks
4. Ads in Newspaper and Magazine
5. Copyright

Q.4 What are the Advantage and Disadvantage of USP? (15)

