

PARUL UNIVERSITY
FACULTY OF FINE ARTS
FA winter 2019 - 20 Examination

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

Date: 21 / 11/ 2019
Time: 02:00pm to 04:30 pm
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. Explain term advertising? how many types of advertising ? discuss any one type in brief with (15) example.

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

1. _____ is secondary color

A. Red, Green, Yellow B. Orange , Green, Purple C. Orange, Pink, Purple

2. _____ Types of font mostly used in English news paper text.

A. Serif B. Sen Serif C. Traditional

3. The design term Positive is _____ & negative is _____.

A. Black , White B. White , Black C. Grey, Black

4. _____ Font Typeface is sen serif style

A. Times B. Arial C. Gothic

5. Visiting card size is _____

A. 92 x 64 mm. B. 92 x 45 mm C. 92 x 54 mm.

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. Perspective

2. Typography

3. Layout and Composition

4. Branding / Logo

5. Calligraphy

Q.4 Explain the early printing period in India. Raja Ravi varma start first printing press in India for lithography prints of his paintings discuss

(15)