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**School of Architecture and Design**

Bachelor of Design in Advertising Graphics and Web Design

Mid Term Examination - Nov 2023

Duration : 90 Minutes

Max Marks : 50

**Sem I - B1UF101T - Introduction to Modern Graphics Design-I**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) The illuminated manuscripts of the medieval period were primarily created by whom, and for what purposes? K2 (2)
- 2) The Rosetta Stone, inscribed with three scripts, was key to decoding the ancient Egyptian language. What were the three scripts? K1 (3)
- 3) Discuss the role of "color" in design. How does the selection of a color palette impact the emotional response and effectiveness of a design? K2 (4)
- 4) Explain the principle of contrast in design. Provide an example of how contrast can be used effectively in a graphic design project. K2 (6)
- 5) What does the element of space signify in design? Explain how the use of negative space can enhance a poster's message and visual appeal. K3 (6)
- 6) What was the primary artistic medium of the Dada movement, which influenced graphic design in the 1920s? K3 (9)
- 7) What are Visual Elements? How it is different from 'Conceptual elements'? K4 (8)
- 8) Explore the life and contributions of Saul Bass to the field of graphic design. How did his iconic film title sequences and corporate logos impact visual communication? K4 (12)

**OR**

Describe the design philosophy and impact of Milton Glaser, focusing on his creation of the "I ♥ NY" logo and his role in the New York graphic design scene. K4 (12)