

## School of Architecture and Design

Bachelor of Design in Advertising Graphics and Web Design  
Semester End Examination - Jun 2024

Duration : 180 Minutes  
Max Marks : 100

### Sem II - B1UF203T - Fundamentals of Typography II

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) What is kerning, and why is it important? K1(2)
- 2) How can a designer balance consistency and variety when using a grid? K2(4)
- 3) What are the challenges of responsive typography in web design? K2(6)
- 4) How does typography interact with other design elements like color and space? Illustrate. K3(9)
- 5) What is the historical context of grid systems in typography? K3(9)
- 6) Analyze the grid structure in a mobile app interface. K5(10)
- 7) In what ways can improvisational grid structures benefit the design of artistic book layouts? K4(12)
- 8) Create a wordmark for an organic food brand. Emphasize natural themes and ensure that the design communicates sustainability and health. K5(15)
- 9) Develop a GRID for a boardgame (like ludo, chess, carrom etc.) mobile game's user interface. Illustrate the grid and discuss how it enhances the user experience. K5(15)
- 10) Design a wordmark for a children's book. Sketch the anatomy of the typeface, highlighting how it appeals to a young audience. K6(18)