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BSAAVEN 201

**II Semester Open Elective (NEP – 2020) Degree
Examination, September 2022
(2021 – 22 Batch Onwards)
ADVANCES IN GRAPHIC DESIGN (Vector)**

Time : 2 Hours

Max. Marks : 60

SECTION – A

1. Answer **any six** of the following questions. **(2×6=12)**
- a) What is SVG ?
 - b) Define objects in vector graphics.
 - c) What is blending ?
 - d) What are the uses of layer in illustrator ?
 - e) How to import and export files in Indesign ?
 - f) What is an electronic page ?
 - g) What is graphic design ?
 - h) What is branding ?

SECTION – B

Answer **any one full** question from **each** Unit. **Each** question carries **12** marks.

Unit – 1

2. a) Write a note on advantages of vector graphics. **4**
- b) Write a note on monochromatic, triadic colour schemes. **5**
- c) What is vector graphics ? Explain the formation of image in vector graphics. **3**

OR

3. a) Write a brief note on Adobe Kuler interface. **6**
- b) Briefly explain the pros and cons of SVG graphics. **6**

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Unit – 2

- 4. a) Write a note on any four vector effects of illustrator. **4**
- b) Explain the process of selecting and aligning of objects in Adobe illustrator. **5**
- c) What are symbols ? Write its uses in graphic designing. **3**

OR

- 5. a) Write a brief note on perspective tool of Adobe illustrator. **6**
- b) Write a note on object transformation tools of Adobe illustrator. **6**

Unit – 3

- 6. a) Write a note on history of Adobe Indesign. **4**
- b) Explain evolution of DTP software. **5**
- c) Write a note on application bar of Adobe Indesign. **3**

OR

- 7. a) Discuss the tools of Adobe Indesign. **6**
- b) Explain the process of setting margins and bleed and slug area in Indesign. **6**

Unit – 4

- 8. a) Write a note on the roles and responsibilities of a graphic designer. **4**
- b) Explain the working methods of graphic designing. **5**
- c) Write a note on the impact of modernism on graphic designing. **3**

OR

- 9. a) Explain the group structure of graphic designing. **6**
- b) Write a note on the impact of industrialization and technology on graphic designing. **6**
