R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous Institute U/s UGC Act 1956)

B.Voc. SEMESTER-I, SEMESTER END EXAMINATION – WINTER 2025

SUBJECT CODE: 1AVFX103	**DATE: 19-12-2025**
SUBJECT NAME: GRAPHICS DESIGN	
TIME: 11:00 AM to 01:00 PM	**TOTAL MARKS: 50**

Instructions

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Attempt all questions in the question paper.
3. The figures to the right of each question indicate full marks. Make suitable assumptions with proper justification wherever required.
4. Simple, non-programmable scientific calculators are permitted.
5. BL - Cognitive Level (As per Revised Bloom's Taxonomy) (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

			Marks	BL	CO
Q.1	**(a)**	Define graphic design. Explain its purpose in modern communication.	05	R	1
	(b)	List and briefly explain the key stages of the design process.	05	R	1
Q.2	**(a)**	Explain the role of positive and negative space in shaping a composition.	05	U	2
	(b)	Illustrate the effect of design elements, space, and texture on overall design. Also illustrate the types of space and texture with examples.	05	A	2
		OR			
Q.2	**(a)**	Explain the role of size and scale in establishing hierarchy in design.	05	U	2
	(b)	You are creating a poster for a charity campaign. How would you use space and emphasis to draw attention to the main message? Describe how these principles help communicate effectively.	05	A	2
Q.3	**(a)**	Differentiate between symmetrical and asymmetrical balance with examples.	05	U	3
	(b)	Apply the concept of rhythm and repetition to design a poster for a music festival. Explain how you would use visual rhythm to guide the viewer's attention and create movement within the composition.	05	A	3
		OR			
Q.3	**(a)**	Differentiate between high contrast and low contrast designs with examples.	05	U	3

	(b)	Create a layout plan for a magazine cover or website homepage. Explain how you would apply visual hierarchy using size, placement, and color to guide the viewer's focus effectively.	**05**	**A**	**CO3**
Q.4	**(a)**	Explain typefaces. Differentiate between serif and sans-serif typefaces with examples and typical uses.	**05**	**U**	**CO4**
	(b)	Illustrate baseline, x-height, ascender, and descender with a labelled sketch or example.	**05**	**A**	**4**

<div align="center">OR</div>

Q.4	**(a)**	Explain the importance of font pairing and give one example of a good font combination.	**05**	**U**	**4**
	(b)	Infer how to pair fonts? Discuss common mistakes to avoid while pairing fonts.	**05**	**A**	**4**
Q.5	**(a)**	Explain the key features and typical uses of the GIF format.	**05**	**U**	**5**
	(b)	You are tasked with designing a poster inspired by a famous artist's style. Explain how you would apply the concept of "inspiration without plagiarism" to create an original design while maintaining ethical standards.	**05**	**A**	**6**

<div align="center">OR</div>

Q.5	**(a)**	Explain how image resolution affects output quality in printing.	**05**	**U**	**5**
	(b)	Suppose a client rejects your initial design due to color and layout issues. Describe how you would apply the feedback and revision process to improve the design while maintaining your creative intent.	**05**	**A**	**6**

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