MANIPAL UNIVERSITY

SIXTH SEMESTER B.A. (ID) DEGREE EXAMINATION – MAY 2016

SUBJECT: BID 314 – REPRESENTATION TECHNIQUES

Monday, May 30, 2016

Time: 10:00 – 13:00 Hrs.   Max. Marks: 50

✎   **Question 1 is compulsory. Answer any THREE out of Question 2, 3, 4 and 5.**

1A.   Enumerate and explain in detail the various components of a layout. Support your answer with suitable sketches and examples.

1B.   Design a suitable layout for a travel website. Suggest fonts and Color Palette for the same and give reasons for your choice.

(10+10 = 20 marks)

2.   Explain in detail any **FIVE** principles of Design. Support your answer with relevant sketches and examples.

(2 marks × 5 = 10 marks)

3A.   Write short notes on the following:

i)   Infographics   ii)   Mind-map

3B.   Write a short note on components of a color palette.

((2½+2½)+5 = 10 marks)

4.   Differentiate between the following:

i) . Icon and Symbol   ii)   Object and Background

iii)   Serif and Sans Serif Fonts   iv)   Font and Font Family

(2½ marks × 4 = 10 marks)

5A.   Explain with suitable examples the Rule of Thirds in graphic Design.

5B.   Design a layout for a Flier/Handout for a wildlife tour. Also define a color palette for the same.

(5+5 = 10 marks)

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