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MANIPAL UNIVERSITY

FIFTH SEMESTER B.A. (ID) DEGREE EXAMINATION – NOVEMBER 2015

SUBJECT: BID 315 – PRODUCT GRAPHICS
(2013 AND 2014 SCHEME)

Friday, November 20, 2015

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ **Question 5 is compulsory**

✍ **Answer any 3 out of 1, 2, 3 and 4**

1. Explain the two classifications of color schemes.

(10 marks)

2. “The whole is more than the sum of the parts”. Explain each principle related to the statement.

(10 marks)

3. Describe in detail the important components of a text.

(10 marks)

4. **Write short notes on:**

4A. SCAMPER

4B. Helvetica

(10 marks)

5. Design the primary display panel for a packaging of a soap using a suitable design process. Describe in detail the components of the primary display panel.

(20 marks)

