

MANIPAL UNIVERSITY**SIXTH SEMESTER B.A. (ID)/B. DES (ID) DEGREE EXAMINATION – JULY 2017****SUBJECT: BID 314 – REPRESENTATION TECHNIQUES**

Wednesday, July 19, 2017

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE questions from question 1, 2, 3, 4, 5 & 6. Answer all parts of a question.

1. What is the importance of grid in layouts? Explain the rule of thirds in composition.
(6+4 = 10 marks)
2. What is Flat-Design? List its various advantages and disadvantages.
(4+6 = 10 marks)
3. Explain the different types of Logo. Give one example of each type.
(5 marks × 2 = 10 marks)
4. What is typography? Explain any four parts of typography anatomy with sketches.
(2+8 = 10 marks)
5. State the Gestalt Principles. Explain in detail any two with one example each.
(4+6 = 10 marks)
6. **Write short notes on the following:**
 - 6A. Kerning
 - 6B. Skeuomorphism
 - 6C. Infographic
 - 6D. Font
(2½ marks × 4 = 10 marks)

