

MANIPAL UNIVERSITY**FIFTH SEMESTER B.DES (ID) DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: BID 315 – PRODUCT GRAPHICS**

Friday, November 10, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ **Question number 01 is compulsory.**
- ✍ **Answer any THREE out of questions 2, 3, 4 and 5.**
- ✍ **Support your answer with neat sketches.**
- ✍ **Assume suitable data wherever necessary.**

1. Design the packaging of a Headphone. Validate your design. Assume suitable data.
(20 marks)
2. Explain the Gestalt's principle of visual perception with respect to Logo Design. State the various principles and explain.
(10 marks)
3. **Write a short note on:**
 - 3A. Packaging Graphics
 - 3B. Figure Ground Relationship
 - 3C. Complementary color scheme
 - 3D. Visual Acuity
 - 3E. Proximity
(2 marks × 5 = 10 marks)
4. “Brand identity is the corner stone of brand strategy and brand building.” Explain.
(10 marks)
5. Explain important factors to be considered while selecting and designing a Font Style for the Graphics of a Product. Support it by designing an example.
(5+5 = 10 marks)

