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MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B.DES (ID) DEGREE EXAMINATION – JAN/FEB 2018
SUBJECT: BID 315 – PRODUCT GRAPHICS

Saturday, January 27, 2018

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 shampoo. Validate your design. Assume suitable data.
(20 marks)
2. What is the significance of color in Logo Design? Also explain the principles, one should follow while selecting the color for a Logo Design.
(10 marks)
3. Explain the following:
3A. Paperboard Packaging
3B. Objective of Packaging Design
(5+5 = 10 marks)
4. Explain in detail, Typography principals for packaging graphics.
(10 marks)
5. Write a short note on:
5A. Cognition
5B. Complementary colors
5C. Analogous Colors
5D. Brand Identity
(2½ marks × 4 = 10 marks)

