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## MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES (ID) DEGREE EXAMINATION – NOVEMBER 2018

SUBJECT: BID 315 – PRODUCT GRAPHICS

Monday, November 12, 2018

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Question number 04 is compulsory.
- ✍ Answer any THREE out of questions 1, 2, 3, and 4.
- ✍ Support your answer with neat sketches.
- ✍ Assume suitable data wherever necessary.

1A. What is color theory? Explain different color schemes that can be achieved from it.

1B. Justify the use of color theory with examples in terms of product graphics.

(8+2 = 10 marks)

2. State and explain the principles of Gestalt Theory. Support with sketches.

(10 marks)

3. What is logo design? Explain its types in detail. Support with examples and neat sketches.

(10 marks)

4A. Design a billboard for advertising running shoes produced by leading sports brand.

4B. Explain the principles followed in billboard design and justify the use of colors, forms, typography and other graphics used. (Billboard size = 7m × 5m scale - 1:50)

(10+10 = 20 marks)

5. What are the various elements of product packaging? Explain in detail.

(10 marks)

