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MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B.DES (ID) DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: BID 315 – PRODUCT GRAPHICS
(2015 SCHEME)

Thursday, November 21, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.

1. Draw the logo for Chumbak and Miniso. Give reasoning for the colour scheme and graphic.
(5+5 = 10 marks)
2. What is Gestalt theory? Describe any four principles.
(2+(2 marks × 4) = 10 marks)
3. Design a square poster for advertising Fastrack on Instagram. Explain your design and justify use of colours, forms, typography and other graphics used.
(6+4 = 10 marks)
4. Design packaging graphics for a Head Phones. Illustrate with sketches and justify the use of colours and graphic.
(6+4 = 10 marks)
5. Design a Graphic Language for a Designer Daily Planner. Illustrate your design elements with neat sketches.
(5+5 = 10 marks)
6. Do the typography illustration for the phrase “Own Who You Are”.
(10 marks)

