

Exam. Code : 106002

Subject Code : 1601

BOD (Semester—II)

DESIGN AND COMMUNICATION

Paper—III

Time Allowed—3 Hours] [Maximum Marks—50

Note :— (1) Attempt any FIVE questions.

(2) All questions carry equal marks.

1. What are the fundamental principles which dictate a design ? 10
2. Describe and compare various types of Print Media, in reference to the importance of design. 10
3. Electronic Media have become major tools of communication. Elaborate the statement. 10
4. "Good design is about effective communication." Elaborate the statement. 10
5. Write briefly about Design Environments. 10
6. Explain the mediums of Communication with suitable examples. 10

7. What is the meaning of Communication in design ?
Discuss their inter-relationship. 10
8. How Newspaper and Magazine made their impact on masses in terms of advertisement in the past decade ? Describe with appropriate examples. 10