

# **B.A. ANIMATION & GRAPHIC DESIGN**

**Semester III**  
**(CBCSS)**

**Model Questions & Question Bank**

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## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester III**

#### **Paper 3-1 - DESIGN STUDIO I (Practical Examination)**

#### **Question Bank**

1. Design an event poster for a western musical concert ('soloists 2010') organised in Jawaharlal Nehru Stadium, Cochin, on August 2, 2010, at 6.30 P.M.. Use given materials in design (logo, images and contents) .

Create a single fold sided brochure which describes all the program items related with the musical concert.

2. Design a logo for a Tourist resort situated in kovalam (wondercafe). The logo should reflect the culture,tradition and beauty of kerala.

Create a tri\_fold brochure of wondercafe tourist resort. The details are given in the file resort.doc. Use the given materials (images, text contents) to enhance the brochure to get a theme based design.

3. Design a cover for India Today's special issue on Indian Tourism sized 20 x 25cm.

Design a gate fold brochure for the Indian tourism department comprising of the nation's different tourism possibilities.

Use available pictures and text.

4. Design an A4 sized poster for the conservation of water. Try to use illustrations instead of photos. Use suitable captions in the poster.

Design a Tri-fold brochure for a car company called 'TOYOTO'. Details given in the folder 'Toyoto'.

5. Create simple abstract symbols of the following.

a) School          b) Bus stand          c) Forest area

Design a two colour logo for a Design studio. The logo should reflect a hi-tech, creative and innovative idea. Write short notes on how you reached the final solution.

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**Paper 3-1 - DESIGN STUDIO I (Practical Examination)**

**Model Question 1**

Time: 5 Hrs

Weight: 25

1. Design a logo for a Tourist resort situated in kovalam (wondercafe). The logo should reflect the culture, tradition and beauty of kerala.

Create a tri\_fold brochure of wondercafe tourist resort. The details are given in the file resort.doc. Use the given materials (images, text contents) to enhance the brochure to get a theme based design.

(1 × 25 = 25)

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**Semester III**

**Paper 3-1 - DESIGN STUDIO I (Practical Examination)**

**Model Question 2**

Time: 5 Hrs

Weight: 25

1. Design an event poster for a western musical concert ('soloists 2010') organised in Jawaharlal Nehru Stadium, Cochin, on August 2, 2010, at 6.30 P.M... Use given materials in design (logo, images and contents).

Create a single fold sided brochure which describes all the program items related with the musical concert.

(1 × 25 = 25)

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester III**

#### **PAPER 3 –2 MOTION STUDIES (Practical)**

#### **Question Bank**

Time: Semester Project

Total Weight: 25

Motion Studies Exam is the evaluation of the final Project done by the students within the given time period. The subject of the project will be provided by the faculty. The project consists of story development, story-visualization and the final animation (line-test). The weightage of marks will be of marks will be as following:

Story development	–	5
Visualization	-	5
Animation	-	10
Viva	-	5
<hr/>		
<b>Total Weight</b>	<b>-</b>	<b>25</b>

The duration of animation should be 30 seconds. The students will have to make a presentation of the project on the day of project evaluation. The project will be evaluated by a group of external and internal examiners.

#### **Sample subjects:**

1. Develop an animation spot incorporating atleast five of the fundamental exercise in motion studies.
2. Develop an animation spot consisting human locomotion an emphasizing effect of weight.
3. Develop an animation spot showing an animal character with four legged locomotion.

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**PAPER 3 – 3 ANIMATION STUDIO - I (Practical Examination)**

**Question Bank and Scheme**

Time: Semester Project

Total Weight: 25

Animation Studio Exam is the evaluation of the final Project done by the students within the given time period. The subject can be chosen by the student under the guidance of the faculty. The project consists of story development, story-visualization and the final animation. Total weight will be distributed as following:

Story development	–	5
Visualization	-	5
Animation	-	10
Viva	-	5
<hr/>		
<b>Total Weight</b>	<b>-</b>	<b>25</b>

The duration of animation should be less than 30 seconds. The students will have to make a presentation of the project on the day of project evaluation. The project will be evaluated by a group of external and internal examiners.

**Sample Subjects:**

1. An animation spot using cut-outs or silhouettes.
2. An animation spot using clay.
3. An animation spot using Puppets or objects.

## **B.A. ANIMATION & GRAPHIC DESIGN**

### **Semester III**

#### **Paper 3-4- REPRODUCTION TECHNIQUES (Practical Examination)**

#### **Question Bank**

Time: 1 Hr. Theory } Total 5 Hrs.  
4 Hrs. Practical }

#### **SECTION - A**

1. Briefly describe the following: Relief processes:
  - a) Wood cut
  - b) Linoleum cut
  - c) Relief etching
  - d) Rubbing
  - e) Cribble
2. What is Etching? Compare Hard-ground, Soft-ground and Lift-ground etching processes.
3. Write short notes on:
  - a) Mezzotint
  - b) Engraving
  - c) Metal Graphic
  - d) Crayon Manner
  - e) Dry point
4. Write notes on: a) Lithography b) Stencil process
5. Name five print making 'Special Techniques' and describe the details.
6. What you mean by Process Prints. Describe various methods.
7. Describe the following printing processes
  - a) Letterset
  - b) Serigraphy
  - c) Collotype
  - d) Flexography
  - e) Electrostatic printing.
8. What is offset printing. Describe the various steps involved in offset printing.
9. Describe the Letterpress printing process.
10. What you mean by Rotogravure. Give details.
11. What is 'Photoengraving'. Describe its basic production processes.
12. Write notes on colour plate production. What are the production specifications commonly used in the colour plate production?

**SECTION - B**

13. Prepare a suitable artwork for a standard visiting card. Prepare the screen through various process and print 5 copies. Show the screen reclamation process also.
14. Print 3 copies of a double colour ID card for your college with screen printing techniques.
15. Perform the screen printing process on a surface other than paper using suitable inks. (Eg. Name board on a metallic sheet)
16. Design a compliment card for a wedding and show its printing with screen printing technique.
17. Prepare a suitable format for a wedding card and print 5 copies with double colour.
18. Design a bottle label for a Ayurvedic Medicine of width 18 cm and height 8 cm. Print 5 copies with screen printing process.
19. Perform the reverse printing technique for text and image with screen printing.
20. Print the given design with blocking out technique.



## B.A. ANIMATION & GRAPHIC DESIGN

### Semester III

#### Paper 3-4- REPRODUCTION TECHNIQUES (Practical Examination)

##### Model Question 1

Time: 5 Hrs.

Total Weight 25

#### SECTION – A

I. Answer any two of the following.

**1 Hr. Written Practical**

1. Write down the various steps involved in a screen Printing Process, Describe the different types of ink used in the screen-printing.

OR

2. What is offset printing? Write various steps involved in offset printing.

3. Briefly describe the following Processes:

- a) Metal Etching      b) Wood engraving      c) Rubbing      d) Web-Offset

OR

4. What is Screen Printing? How it differs from other types of printing?

(2 × 5 = 10)

#### SECTION – B

II. Attend the following question

**4 Hrs. Practical**

1. Perform the screen Printing Process for printing 5 copies of your own visiting card. The following stages should be shown to the invigilator.

- a) Exposed Film  
b) Blocking Out methods  
c) Printed Material  
d) Screen Reclamation.

(1 × 15 = 15)

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**Paper 3 - 4 - REPRODUCTION TECHNIQUES (Practical)**

**Model Question - 2**

Time: 5 Hrs.

**Total Weight 25**

**SECTION – A**

I. Answer any two of the following.

**1Hr. Written Practical**

1. Describe the three Major Print Making Processes and their various categories.

OR

2. Write notes on Letter Press Printing
3. Describe Lithography and Stencil processes.

OR

4. What are the major composition techniques used in Modern Printing?

(2 × 5 = 10)

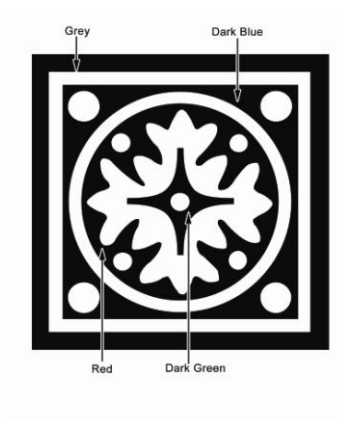
**SECTION – B**

II. Attempt the following question which carries 45 marks

**4 Hrs. Practical**

5. Print the given design with screen printing process. Use the mentioned colours for the printing. The following stages should be shown to the invigilator.

- a) Screen Preparation.
- b) Blocking out methods.
- c) Printed material (5 copies)
- d) Screen Reclamation.



(1 × 15 = 15)

**B.A. ANIMATION & GRAPHIC DESIGN**  
**Semester III**

**Paper 3-5 - TYPOGRAPHY (Practical Examination)**

**Question Bank**

1. Write short notes on the following
  - a. San Serif
  - b. Leading and Spacing
  - c. Ligature
2. Explain with the help of examples the following Letters
  - a. Rectangular Letters
  - b. Round Letters
  - c. Wide Letters
  - d. Narrow Letters
3. Explain the typeface classification used in the Helvetica family.
4. Create a typographic logo using the word “Happy”. You should use a square serif font. The letterforms may be manipulated slightly.
5. Design a typographic post-card using the following text. Use only two colours.  
Fun, Happy, Peace, New Year Greetings
6. Create a typographic representation combining the name of a bird with any of its qualities.
7. Write short notes on the following:
  - a. Readability of type
  - b. Seri fonts
  - c. Spacing
8. What are the considerations in choosing a type face for the following designs:-
  - a. Book
  - b. Advertisement
9. How would you differentiate between legibility and readability?
10. Create a typographic logo using the word “Anim”. You should use a sanserif font. The letterforms may be manipulated slightly.
11. Design a typographic post-card using the following text. Use only two colours.  
Onam Greetings
12. Create a typographic representation combining the name of a fruit with any of its qualities.

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**Paper 3-5 - TYPOGRAPHY (Practical Examination)**

**Model Question 1**

**Time: 5 Hrs.**

**Total Weight 25**

Answer any two questions.

1. Write short notes on the following.
  - a. San Serif
  - b. Leading and Spacing
  - c. Ligature
  
2. Explain with the help of examples the following Letters
  - a. Rectangular Letters
  - b. Round Letters
  - c. Wide Letters
  - d. Narrow Letters
  
3. Create a cover page of Souvenir for **Commonwealth Games – 2010** which will be held in New Delhi- 2010

**Give importance to Typography Size ; 20 × 27 cms**

4. Design a typographic post-card using the following text. Use only two colours.

**Love, Joy, Peace**

Greetings from SJCC

(2 × 12.5 = 25)

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**Paper 3-5 - TYPOGRAPHY (Practical Examination)**

**Model Question 2**

**Time: 5 Hrs.**

**Total Weight 25**

Answer any two questions.

1. How would you differentiate between legibility and readability?
2. Create a typographic logo for the given subject You should use a **serif font**. The letterforms may be manipulated slightly.

**ABHINYA FEST – 2010**

3. Design a typographic post-card using the following text. Use only two colours. **Christmas Greetings** or **Onam Greetings**.
4. Create a Typographic representation combining the name of a **Vehicle** with any of its qualities.

(2 × 12.5 = 25)