

**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2012

**MFW-066 : INTRODUCTION TO
COMMUNICATION DESIGN**

Time : 3 hours

Maximum Marks : 70

Note : Attempt only seven questions. All questions carry equal marks.

1. Describe communication design and state its objectives. 5+5
2. Explain the process of communication design with the help of suitable examples. 10
3. Explain, visual design and state why it is an integral part of communication design ? 5+5
4. Describe visual communication in Victorian and Gothic era. 5+5

5. Explain the following in brief : - 5+5
(a) Pictograms
(b) Hieroglyphics
6. Explain the following in brief : - 5+5
(a) Littigraphy
(b) Graphic user Interface
7. What is the scope of communication design in present era ? Explain with the help of suitable examples. 10
8. What are the hindrances in effective communication ? 10
9. When and where did the alphabet originate ? Elaborate. 10
10. "Communication design is a waste of money". Give comments on it. 10
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