

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

Term-End Examination

December, 2013

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

Time : 3 hours

Maximum Marks : 70

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

1. What are the images found in the cave paintings of the prehistoric era? What were the major colours being used in these painting? 10
2. Explain the following terms: Petroglyph, Geoglyph, Hieroglyph. 10
3. "The Phaistos Disc is a curious archaeological find". Elaborate. 10
4. The Romans made an important contribution to type design. Name this type and explain the technique being used to make it. 10

5. Explain the term 'dual communication' and elaborate its benefits. 10
 6. What is Illuminated Manuscript? Describe its characteristics and the technique used in making it. 10
 7. Discuss in detail the development of Romanesque manuscript. 10
 8. The characteristics of Gothic manuscript underwent major changes. Elaborate. 10
 9. What is communication design? Explain the importance of communication design in retail. 10
 10. Typography is a major element in communication design. Elaborate with examples. 10
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