

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks. Attempt any (7) seven questions.

1. Elaborate on communication design of prehistoric period. 10
2. Explain the term 'codex' and elaborate its benefits. 10
3. Discuss the origin and technique of Illuminated Manuscript. 10
4. Write an elaborate note on carolingian manuscript. 10
5. Explain the following terms : Pictogram, Ideogram, Logogram. 10

6. The Romans made an important contribution to type design. Name this type and explain the technique being used to prepare it. 10
 7. What is the difference between Graphic Design and Communication Design ? Explain with the help of suitable examples. 10
 8. Typography is a major element in Communication Design. Elaborate with examples. 10
 9. Write a note on 'INCUNABULA'. 10
 10. What are the different elements involved in Communication Design ? Describe in brief. 10
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