

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

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 70

Note : Answer any five questions.

All questions carry equal marks.

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1. (a) Explain the working of an Advertising agency and a Design Studio. 7
(b) What is the work of a communication designer in different fields ? 7
 2. (a) What is communication design ? 7
(b) What is Web-Designing and how is it different from Print Design ? 7
 3. (a) What are the elements of Design in Print Design ? 7
(b) What is the difference in typography practiced in olden days to the digital typography ? Why a change in typography is so vital ? 7

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| 4. | (a) | What are the different areas of Communication Design ? | 5 |
| | (b) | What is Visual Communication ? | 5 |
| | (c) | How Visual Communication could help enhance retail sales ? | 4 |
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| 5. | (a) | What are the different areas of Visual Communication in Print Design ? | 7 |
| | (b) | What are the different areas of Visual Communication in Electronic Design ? | 7 |
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| 6. | (a) | Explain the history of Visual Communication and its advancement from the store age to the present period ? | 7 |
| | (b) | What are the different steps involved in the Communication Design Process ? | 7 |
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