

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

**00290 Term-End Examination**

**December, 2017**

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

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the important aspects that need to be kept in mind while designing an advertisement for print media. 10
  
2. Explain any *two* of the following in brief : 2×5=10
  - (a) Negative Publicity
  - (b) Catalogue
  - (c) Effect on Consumer Perception due to Culture
  
3. Discuss the origin and technique of illuminated manuscript. 10

4. What is the difference between Graphic design and Communication design ? Explain with the help of suitable examples. 10
  5. Describe communication design and state its objectives. 10
  6. Explain visual design and state why it is an integral part of communication design. 10
  7. Write the required qualities of a communication designer. How does a communication designer make use of Internet in designing ? Give examples. 10
  8. Write short notes on any **two** of the following :  $2 \times 5 = 10$ 
    - (a) Scriptorium
    - (b) Ideograms
    - (c) Lithography
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