

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

**Term-End Examination**

**June, 2012**

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

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain Communication with the help of a neat diagram ? 10
2. What is the aim of Communication Design ? Why is it important ? 5 + 5
3. Explain Visual Communication with the help of suitable examples. 10
4. Describe Visual Communication in Pre - Historic Times. 10
5. Explain the following : 5 + 5
  - (a) Ideograms
  - (b) Logograms

6. Explain in detail about the history of alphabet. 10
7. What does Graphic User Interface mean in the context of Communication Design ? 10
8. How has Communication Design developed over the years ? 10
9. Write required qualities of a Communication Designer. How does the communication make use of internet in designing ? 10
10. Explain : 5 + 5
- (a) Illuminated Manuscript.
  - (b) Scriptorium.
-