

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

Term-End Examination

June, 2015

00036

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

Time : 3 hours

Maximum Marks : 70

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

1. What is communication design ? Why is it important for a designer to have knowledge about the same ? 10
2. What is graphic user interface in communication design ? What is its importance ? 10
3. What are the roles and responsibilities of a communication designer ? Explain with the help of suitable examples. 10
4. What is Illuminated Manuscript and Scriptorium ? Give some examples. 10
5. What is the difference between print design and interactive design ? 10

6. What is the relevance of typography in communication design ? Elaborate. 10
7. What are the different steps involved in the communication design process ? 10
8. Explain the following in brief : $2 \times 5 = 10$
- (a) Lithography
 - (b) Hindrance in effective communication
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