

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

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Answer any five questions.*

*Each question carries equal marks.*

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| 1. | (a) | Explain the History of Visual Communication and its advancement from the stone age to the present period.        | 7 |
|    | (b) | Explain the working of an Advertising agency and a design studio.  | 7 |
| 2. | (a) | What are the different steps involved in the Communication Design Process ?                                      | 7 |
|    | (b) | What are the different elements and principles of design which have to be kept in mind for creating any design ? | 7 |
| 3. | (a) | Explain the different areas of Communication Design.   | 5 |
|    | (b) | What is web designing and how is it different from print design ?  | 5 |
|    | (c) | How web designing is to be kept secured from getting copied ?  | 4 |

4. (a) Write briefly about the following : 7  
(i) Typography  
(ii) Web Design  
(iii) Advertising
- (b) What is the difference in the typography practiced in the Olden Days to the Digital Typography ? 7
5. (a) What is Communication Design ? 7  
(b) How does Communication Design help in the promotion of any business ? 7
6. (a) What are the different areas of Visual Communication in Electronic Design ? 7  
(b) What are the different areas of Visual Communication in Print Design ? What are its implications towards retail sales and variation of appeal, especially of visual communication ? 7
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