

## Sample Question Paper 2015

### Graphic Design Class XII

Time 03: hours

Maximum Marks 70

#### General Instructions: -

- The question paper is divided into two section A and B
- Section A is theory part of 40 marks, based on the textbook which has 17 questions (out of which students have to attempt 13).
- Questions no. 1-6 are of 1 mark each, out of which students will have to attempt any 5 questions.
- Questions no 7-11 are of 3 marks each, out of which students will have attempt any 4 questions.
- Questions no 12-15 are of 5 marks each, out of which students are required to answer any 3 questions.
- Questions no 16-17 are of 8 marks, out of which students will attempt any 1 question.
- Section B is Application Based. There are 10 questions in this section (out of which students have to attempt 7). Section B has a weightage of 30 marks.
- Questions no. 18-22 are of 3 marks each, out of which students will attempt any 4 questions.
- Questions no 23-25 are of 5 marks each, out of which students will attempt any 2 questions.
- Questions no 26 and 27 are of 8 marks each, out of which students will attempt any 1 question.
- Each section is compulsory
- As per the instructions given above, students will have to attempt 20 questions in all.

#### SECTION A

Answer any five questions .

(1x5=5)

1. What is Mascot?

- a. A representative symbol
- b. Term for campaigning
- c. A software
- d. A colour scheme

2. What does CMYK stand for?

- a. Centre, multiple, York, knight
- b. Cyan, magenta, yellow, black
- c. Computer, multiple, yellow, kings

- d. Cyan, multiple, yellow, karbon
3. Design may be defined by the following aspects –
- a. Aesthetics, history and advertising
  - b. History, semiotic and teleological
  - c. Aesthetics, teleological and semiotic
  - d. Semiotic, proportion and line
4. 'Graphic designers generate \_\_\_\_\_ for variety of things mostly either for print media or for digital media'. Fill in the blank.
- a. Typography
  - b. Illustration
  - c. Paintings
  - d. Graphics
5. 3D may be called as the one having -
- a. Width and height
  - b. Height only
  - c. Width, height and length
  - d. Length and width
6. The 'series of various promotional activities' is called –
- a. Promotion
  - b. Campaigning
  - c. Web telecast
  - d. Door to door selling

**Answer any four questions in not more than 50 words each.**

**(3x4=12)**

7. "White light is the combination of seven colours", Explain.
8. How does Complementary colour scheme help in creating vibrant effect in design?
9. In your opinion what would happen if the design is Functional but not Aesthetic?
10. "Television is considered as the most effective electronic media", Emphasise by quoting some examples.
11. "Budgeting and Sponsorship can make a difference in marketing a product", elaborate in your own words.

**Answer any three questions in not more than 100 words each.**

**(5x3=15)**

12. Compare and contrast print media with electronic media and also quote one relevant example of each category?
13. Every colour has its own symbolic meaning. Describe any 5 colours in the same context?
14. "Visual Composition always enhances the Design of a website"? Elaborate the same by giving your ideas.
15. "To Design an effective Campaign, planning is must". Explain why? \

**Answer any one question in not less than 150 words but not more than 200 words. (8x1=8)**

16. In the contemporary scenario a Graphic Designer can be a specialist or a generalist. Give your views.
17. "Creativity can always be nurtured". Explain in your own words .

## **SECTION B**

**Attempt any four questions.**

**(3x4=12)**

18. Select any three stationary items of your choice and create a design within a square of 8" X 8"?  
Note : Repetitive patterns can be used. Count of each item should not exceed 3 and total 10 items are allowed.
19. Design a logo for any 'watch 'company within a size of 3"X3" in a single colour.  
Also describe the logo.
20. Write your name in any serif type phase using one colour with a height of 1.5". Also mention the name of the type phase.
21. Take the two initial letters of your name (capital case only) and compose a design

within a circle of diameter 6 inches. The letters should not be used twice, using any single colour.

22. Design the word 'GRAPHICS' giving 3D effect of height 2". Also explain why 3D designs are better than 2D designs?

**Attempt any two questions.**

**(5x2=10)**

23. Design a social poster on a subject 'Save Earth' with typographical design only within a size of 5" X 7" using any 3 colours. Also write the message of the same.
24. Design a home page of a corporate website dealing in gems and jewellery within the size 5" X 7" and describe the justification of the layout.
25. Write a Headline, subhead line and body copy to be used in advertisement of the product 'Britannia Cakes'. Describe the creative part of the language used.

**Attempt any one question**

**(8x1=8)**

26. Create 4 appropriate 'Signage' for a public library using only two colours within the size of 2" X 2" each. Also define the theme which you have used to design the signage.

27. Design a visiting card, letter head, envelop and logo for 'Oxford' publishing house with the justification of design created. Use the following sizes:

Visiting card- 2" X 3.5"

Letter head - 4" X 6"

Envelop – 3" X 5"

Note: Use 3 colours only.

Also describe the relevance of the logo.