

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

M.A DEGREE EXAMINATION, APRIL 2024
BRANCH – PUBLIC RELATIONS
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : DESIGN TOOLS FOR PUBLIC RELATIONS
SUBJECT CODE : 23PR/PE/DT15
TIME : 90 MINUTES

MAX. MARKS: 50

Q. NO.	SECTION – A Answer all questions in not less than 50 words 5x2=10	CO	KL
1.	What is the PRIMARY purpose of creative design in public relations?	CO 1	K1
2.	Explain color psychology. Describe the principle associated in using blue colour	CO 1	K1
3.	a. What type of logo uses a combination of text and an image? b. Which software is primarily used for vector graphics and illustrations?	CO 1 CO2	K1 K2
4.	Explain the significance of balance as a design principle.	CO2	K2
5.	Elaborate the design principle emphasizes creating a visually balanced and stable composition?	CO2	K2
Q. NO.	SECTION – B Answer the following in not less than 350 words 4x5=20	CO	KL
6.	a) Briefly explain the three main types of colour models and their typical applications. OR b) Sketch the anatomy of type and explain their classification	CO3	K3
7.	a) Define "semiotics" and explain how it can be used to analyse the symbolic meaning of visual elements in branding. OR b) Explain the different personality archetypes and their impact on branding with relevant examples.	CO3	K3
8.	a) Describe the key components of a brand style guide and its importance for maintaining brand consistency. OR b) Illustrate the steps involved in off-set printing and its application in advertising	CO4	K4
9.	a) Explain the importance of considering different screen sizes and user experiences when designing for social media platforms. OR b) List the best practices in creating and publishing inclusive designs with one case study	CO4	K4

Q. NO.	SECTION – C Answer the following in not less than 700 words 2x10=20	CO	KL
10.	a) Analyze the user interface (UI) of a popular mobile app and discuss how it promotes user engagement and accessibility. OR b) Analyse the usage of various types of layouts among corporate brands.	CO5	K5
11.	a) Design a logo for a new startup company, considering their target audience and brand values. Explain your design choices and how they represent the company's identity. OR b) Create a Social Media Campaign for World Oral Health Day and specify the tools and steps used in the creation and publication	CO5	K6
