

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600086
(For candidates admitted during the academic year 2015 – 16 & thereafter)

B.V.A. DEGREE EXAMINATION, APRIL 2019

BRANCH X – VISUAL ARTS

COURSE: INDEPENDENT ELECTIVE

PAPER: HISTORY OF GRAPHIC DESIGN

SUB CODE: 15FA/UI/GD23

TIME: 3 hours

MAX. MARKS: 100

Section A

Answer any **FOUR** of the following: (4x10=40 marks)

1. The Egyptians were the first people to produce illustrated manuscripts in which words and pictures combined to communicate information. Elucidate.
2. Illuminated manuscripts are decorated and illustrated handwritten books produced from the late Roman Empire. Elaborate.
3. The nineteenth century was an inventive and prolific period for new typeface designs. Elucidate with an appropriate example.
4. How did William Morris of the English Arts and Crafts movement, call for fitness of purpose, truth to nature of materials, and individual expression?
5. Explain how much of the creative innovation in graphic design occurred as part of the modern art movements and Bauhaus.
6. The use of visual marks for identification has been in existence for centuries. Discuss with a relevant example.

Section B

Answer any **THREE** of the following: (3x20=60 marks)

7. Evaluate graphic design with special reference to the Italian Renaissance.
8. The introduction of photography swept the production and reproduction of images into the machine age. Justify.
9. During the 1950s a design movement called the International Typographic Style emerged in Switzerland and Germany. Discuss.
10. Why was New York considered the cultural centre of the world in the middle of the 20th century with graphic design innovation its highest accomplishment?