

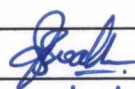
 THE NORTHCAP UNIVERSITY	Question Paper for Minor Test	Review Date: 19/02/2025
	Centre for Media & Entertainment	Semester: 2 (EVEN) Session: Jan-May 2025
	Programme: B.Sc Visual Communication Course Name: Typography and the Study of Brands Course Code: VCP106	Maximum Marks: 50 Duration: 90 mins
		Sheet No. 1
Note: Marks are indicated against the questions.		

PART A (15 Marks)*Answer any 5 from the below*

CO3	Q1. What is typography, and why is it important for a brand?	(3 marks)
CO4	Q2. What are the key parts of a typographic system in branding?	(3 marks)
CO2	Q3. How does choosing the right font help a brand?	(3 marks)
CO3	Q4. What is whitespace in typography, and why does it matter?	(3 marks)
CO1	Q5. How does typography make text easier to read and understand?	(3 marks)
CO4	Q6. What is typographic hierarchy, and how does it help in design?	(3 marks)

PART B (25 Marks)*Answer any 5 from the below*

CO4	Q1. Pick a brand from the design guide and describe its typography.	(5 marks)
CO3	Q2. How do colors and typography work together in branding?	(5 marks)
CO1	Q3. What is the difference between serif and sans-serif fonts?	(5 marks)
CO2	Q4. How is typography adjusted for digital screens?	(5 marks)
CO3	Q5. What are variable fonts, and how do they help brands?	(5 marks)
CO4	Q6. How does typography improve user experience in websites and apps?	(5 marks)

Issued by: 	Approved by: 
Date: 21/02/2025	Date: 21/02/2025

 THE NORTHCAP UNIVERSITY	Question Paper for Minor Test	Review Date: 19/02/2025
	Centre for Media & Entertainment	Semester: 2 (EVEN) Session: Jan-May 2025
	Programme: B.Sc Visual Communication Course Name: Typography and the Study of Brands Course Code: VCP106	Maximum Marks: 50 Duration: 90 mins
		Sheet No. 2
Note: Marks are indicated against the questions.		

PART C (10 Marks)*Answer any 1 from the below*

CO1	Q1. Design a simple typography guide for a new brand.	(10 marks)
CO3	Q2. Pick a famous brand and suggest how its typography could be better.	(10 marks)

Issued by: 	Approved by: 
Date: 21/02/2025	Date: 21/02/2025