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Courses » Visual Communication Design for Digital Media

Announcements **Course** Ask a Question Progress FAQ



Unit 3 - Week 2

Register for Certification exam

Course outline

How to access the portal

Week 1

Week 2

- Types of digital media technology— an overview of the field
- Typography-1
- Typography-2
- Semiotics-1
- Semiotics-2
- Quiz : Assignment 2
- Solution for Assignment-2

Week 3

Week 4

DOWNLOAD VIDEOS

Interaction Session

Assignment 2

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. **Due on 2019-02-13, 23:59 IS**

1) The structural part of semiotics or the sequential arrangement of signs and symbols, is termed as: **1 point**

- Semantics
- Syntax
- Pragmatics
- Symbol

No, the answer is incorrect.
Score: 0

Accepted Answers:
Syntax

2) Example of a Slab-Serif typeface is **1 point**

- Universe
- Clarendon
- Bodoni
- Helvetica

No, the answer is incorrect.
Score: 0

Accepted Answers:
Clarendon

3) For an advertisement poster design two different typefaces are selected for body of text and the headline. For effective visual communication, which typeface should have higher legibility and less pictorial quality? **1 point**

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Score: 0**Accepted Answers:***Typeface for body of the text*

4) Indian Rupee symbol has a unique notation. Rupee symbol is universally accepted and its visual depiction cannot be modified. In the language of Semiotics this can be termed as: **1 point**

- Icon
- Index
- Analogue code
- Digital code

No, the answer is incorrect.**Score: 0****Accepted Answers:***Digital code*

5) Printing press is invented by

1 point

- John Baskerville
- Johannes Gutenberg
- Jekob Nielsen
- Phillip Johnson

No, the answer is incorrect.**Score: 0****Accepted Answers:***Johannes Gutenberg*

6) The concept of 'Interpretant' is added in semiotics by:

1 point

- Charles Sanders Peirce
- Jacque Derrida
- Ferdinand de Saussure
- Roland Barthes

No, the answer is incorrect.**Score: 0****Accepted Answers:***Charles Sanders Peirce*

7) What is the terminology for the primary meaning of sign

1 point

- Connotation
- Denotation
- Syntagm
- Myths

No, the answer is incorrect.**Score: 0****Accepted Answers:***Connotation*

8) Which one is a Humanis serif typeface?

1 point

- Gill Sans
- Sabon
- Baskerville
- Futura

No, the answer is incorrect.

Score: 0

Accepted Answers:

Sabon

9) Which text and background colour combination has higher legibility?

- Red and Green
- Orange and Blue
- Green and Black
- Yellow and black

No, the answer is incorrect.

Score: 0

Accepted Answers:

Yellow and black

10x-height of a typeface will be equal to

- the total height of the capital letter 'X' of the typeface
- the total height of the small letter 'y' of the typeface
- the height difference between the capital letter 'X' and the small letter 'x' of the typeface
- the total height of the small letter 'z' of the typeface

No, the answer is incorrect.

Score: 0

Accepted Answers:

the total height of the small letter 'z' of the typeface



1 pt

1 point

Previous Page

End

