Seat No. _____

# HA-CDGD06002

## Bachelor of Design (Sem. VI) Examination

### April - 2023

## Communication Design

### *(Way-Finding and Signage Systems)*

Time : $2\frac{1}{2}$  /  Total Marks : **10**

**IInstructions :**
    (1)    Students are allowed to use any medium of color & pencil to the applicable questions.
    (2)    Only Blue & Black pens are allowed for writing answers.

**1**    Attempt any Four fill in the blanks :        **4**
    (1)    _____ is a concept that describes the relationship people have to space, via problem solving and decision making processes.
    (2)    _____ can be art-objects , buildings, street art, wayfinding signs or striking elements in a landscape.
    (3)    In wayfinding, _____ are commonly used to indicate your location.
    (4)    Signages are a _____ for efficient way finding.
    (5)    The three types of signages are safety signages, identification signages and ___ signages.
    (6)    There are ____ types of strategies that organize most wayfinding systems.

**2**    DESCRIPTIVE TYPE QUESTIONS: (Answer any One) :        **2**
    (1)    Which are the three main factors that are considered when designing a signage for any wayfinding strategy ?
    (2)    Name the different types of strategies that most wayfinding systems adapt. Describe the purpose each of them serve.
    (3)    What are the different aspects of design taken into consideration while crafting a signage system for any space ?

**3**   Mark any four as True or False :                                            **4**

   (1)   When people attempt to navigate a place for the first time they face a series of decisions as they follow a path to their destination.

   (2)   Signs indicating services and facilities, such as room names and numbers, restroom signs, or floor designations are called safety/regulatory signages.

   (3)   Wayfinding can begin even before one reaches any signage.

   (4)   Use of branding in wayfinding offers the opportunity to adapt the brand into a playful and imaginative manner, creating a unique interaction with the visitor and the brand.

   (5)   Floor and wall finishes, lighting, and technology integrations don't assist in navigation.

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