



Seat No. _____

HB-CDGD06003

Bachelor of Design (Sem. VI) Examination

April - 2023

Communication Design

(Communication Design Project-6 - Exhibition Design)

Time : / Total Marks : **10**

Instructions :

- (1) Students are allowed to use any medium of colour and pencil to the applicable questions.
- (2) Only Blue and Black pens are allowed for writing answers.

1 Multiple Choice Questions : 4

- (1) The exhibition design is the process of conveying _____ through visual storytelling and environment.
(A) Information (B) Message
(C) Process
- (2) In exhibition design you are creating a an _____.
(A) Layout (B) Experience
(C) Structure
- (3) _____ is an exhibition at which businesses in a particular industry promote their products and services.
(A) Art exhibition (B) Museums
(C) Tradeshow
- (4) _____ exhibition design is the practice of translating a story into a physical environment through art and artifacts.
(A) Museum (B) Trade Show
(C) Retail

2 Research and application type questions : (Answer any two) 6

- (1) Define Exhibition Design.
- (2) What are different kinds of exhibitions ?
- (3) Explain in detail what are your takeaways from your selected case study for the exhibition design ?