

Total No. of printed pages = 6

END SEMESTER EXAMINATION, NOVEMBER 2018

Semester – 5th

Subject Code : AMT-503

GRAPHIC DESIGN AND COMMUNICATION

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

Instructions :

1. All questions of PART-A are compulsory.
2. Answer any five questions from PART-B.

PART – A

Marks – 25

1. Fill in the blanks : 1×10=10

(a) ——— is a false visual perception seeing something other than what is really there.

(b) ——— is the process of organizing and composing words and images to create a message.

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- (c) _____ is a closed 2 dimension area.
- (d) _____ is the area of a picture or design that appears to be closest to the viewer.
- (e) _____ refers to typefaces that don't have any visual embellishments (small decorative lines).
- (f) _____ is a representation or a name in a particular typeface.
- (g) Pictures that stand for words or ideas are _____.
- (h) _____ is the relative lightness or lightness of a color.
- (i) _____ refers to typefaces that have small decorative lines added as visual embellishments.
- (j) _____ is the practice of establishing a memorable reputation for a product or a company.

2. Write true or false :

1×10=10

- (a) Color is an element of design.
- (b) San serif refers to typefaces that don't have any visual embellishments (small decorations).
- (c) The triadic partner for yellow is green.
- (d) A legal size piece of paper is 8.5×14 inches.
- (e) Repetition is not a principle of design.
- (f) Font style refers to whether a particular typeface is bold-typed, italicized, or stylized.
- (g) CMYK color systems are used specifically for web design work.
- (h) Vector based graphic work is scalable.
- (i) Whitespace refers to the vacant space between text and other design elements on a page.
- (j) Unity is not an element of design.

3. Choose the correct answer :

1×5=5

- (a) The act of organizing the elements of an artwork into a harmoniously unified whole
- (i) Expression (ii) Composition
(iii) Motif (iv) Proportion
- (b) Orange, green, violet are :
- (i) Primary colors (ii) Arbitrary colors
(iii) Secondary colors (iv) Tertiary colors
- (c) ——— the equalization of visual forces in a work of art.
- (i) Balance (ii) Shape
(iii) Line (iv) Value
- (d) ——— is the tendency to complete partial forms or shapes by seeing lines that do not exist.
- (i) Value (ii) Form
(iii) Line (iv) Closure

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(4)

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(e) ——— is the creation of unity by stressing similarities of separating but related part in a work of art/design.

- (i) Variety (ii) Movement
(iii) Branding (iv) Harmony

PART - B

Marks - 45

4. What is graphic design ?

- (a) What are the principles of graphic design ?
(b) Explain any two of the graphic design principles.
(c) What is color theory ?
5. (a) What is color theory ?
(b) What are the different color schemes ?
(c) Explain about the warm colors and cool colors.

6. (a) What is typography ?

- (b) What do you mean by readability and legibility ?
(c) What do you mean by kerning and tracking ?

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(5)

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7. (a) What are the principles of composition ?

(b) Sketch a landscape 5"×7" (approx.) in size and place a slogan on the image giving message on "Save Nature".
8. (a) What do you understand by the term aesthetic ?

(b) What is the theory of functionalism in design ?
9. (a) Explain the two categories of digital image.

(b) Explain about the different color schemes with diagram.
10. "Layout enhances the usual appearance of design". Describe the different types of layout.