

Total No. of printed pages = 6

BMD 171205

Roll No. of candidate

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2019

B.Des. (MCD) 2nd Semester End-Term Examination

INTRODUCTION TO GRAPHIC DESIGN

(New Regulation)

(w.e.f. 2017 - 18)

Full Marks – 70

Time – Three hours

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

Answer Question No. 1 and any *four* from the rest.

1. Select the correct answer : (10 × 1 = 10)
- (i) Texture can be called as
 - (a) The surface of an object
 - (b) The colour of an object
 - (c) The shape of an object
 - (d) All of the above
 - (ii) Which of the following define shape?
 - (a) Geometric
 - (b) Natural
 - (c) Abstract
 - (d) All of the above.

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- (iii) Positive space is defined as
 - (a) The white space in the foreground
 - (b) The black space in the background
 - (c) The white space in the background
 - (d) All of the above

- (iv) According to Gestalt principles
 - (a) The whole has a reality of its own, independent of the parts
 - (b) The part has its own identity, but the whole does not
 - (c) Both parts and whole have the same identity
 - (d) All of the above

- (v) Select the odd one out
 - (a) Arial and Calibri
 - (b) Serif and sans serif
 - (c) Geography and calligraphy
 - (d) Legal size and Postcard size

(vi) Select the similarity in combination

(a) Typography and Typeface

(b) Ink and Cloths

(c) Canvas and Photography

(d) Pen and Water

(vii) To identify or recognize an object which we see for the first time may relate to

(a) Law of Gestalt

(b) Law of past experience

(c) Law of common fate

(d) None of the above

(viii) Typography is the art and technique of arranging type to make written language _____ when displayed.

(a) legible, readable, and appealing

(b) stylish, colourful and bold

(c) small, beautiful and ornamental

(d) calligraphic, organic and curvy

(ix) In x-height, height of which letter used to be taken for measurement

(a) Uppercase "A"

(b) Uppercase "X"

(c) Lowercase "o"

(d) Lowercase "x"

(x) The font "Times New Roman" is a

(a) Serif font

(b) Sans serif font

(c) Block serif font

(d) Gothic font

2. Describe the following elements of graphic design with appropriate illustrations. (5 × 3 = 15)

(a) Texture

(b) Shape

(c) Space

(d) Size

(e) Value

3. (a) Describe how Grid and Layout helps in making good graphic design.
- (b) "Form follows Function" - describe this statement with appropriate example and illustration. (6 + 9 = 15)
4. Define any three Gestalt properties from the following with appropriate example and illustration. (3 × 5 = 15)
- (a) Emergence
- (b) Reification
- (c) Multi-stability
- (d) Invariance
5. (a) Define Typography as you understand it with five key points properly explained.
- (b) Describe the scope of typography. (10 + 5 = 15)
6. By writing your own name in sentence case with first letter in uppercase define the following terms used in typography anatomy. (5 × 3 = 15)
- (a) x height
- (b) Ascender
- (c) Baseline
- (d) Cap height
- (e) Mean line

7. Describe the process of designing a small brochure for your department for both digital and print media in proper steps with appropriate explanations and illustrations wherever necessary. Your design process explanation should include from initial visualization to making artwork files. (15)
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