

2021

**ART FUNDAMENTALS AND GRAPHICS DESIGN**

*Full Marks:60*

Time: 2 hours

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

**Instructions:** Illustrate your answers with suitable sketches and examples wherever necessary.

**Question no. 1:** Choose the correct answer from the following.

1x5=5

- a. \_\_\_\_\_ is another word for the brightness of a color.
- i. Value
  - ii. Intensity.
  - iii. Hue
  - iv. Complementary.
- b. Which of the following is the oldest example of visual communication?
- i. Typology
  - ii. Cave painting.
  - iii. Pictograms
  - iv. None of these is correct.
- c. The elements and principles of design are \_\_\_\_\_.
- i. Color, depth, form, line, shape, space, texture, and value.
  - ii. Balance, contrast, emphasis, movement, proportion, repetition, simplicity, space and unity.
  - iii. All of the above.
  - iv. None of the above.
- d. Colors that are different in lightness and darkness are said to be.
- i. Contrast.
  - ii. Dark in value.
  - iii. Light in value.
  - iv. Bright and intense.
- e. What do Prehistoric paintings usually depict?
- i. Prehistoric paintings concentrate on the ancient people's way of life that is food clothing and so on.
  - ii. Prehistoric paintings depict the story from Mahabharata.
  - iii. All Prehistoric paintings based on religious themes.
  - iv. Prehistoric paintings are those paintings which are done on Egyptian pyramid.

**Question no. 2: Fill in the blanks:**

**1x5=5**

- a. Visual \_\_\_\_\_ is achieved when all parts of a composition have equal weight and appear to be stable.
- b. The keyboard combination for duplicate any layer in Adobe Photoshop is \_\_\_\_\_.
- c. Mixing the colors blue and red in equal proportion will produce \_\_\_\_\_ hues.
- d. \_\_\_\_\_ is the term used to describe the arrangement of the visual elements in a design or other artwork.
- e. Color produced by mixing two additive primary colors in equal proportions is called \_\_\_\_\_ color.

**Question no. 3: Write True or false**

**1x10=10**

- a. A *line* can vary in length, width, direction, curvature, value, and color.
- b. The *pattern* is lines, colors, or shapes repeated over and over in a planned way.
- c. *Rhythm* is a principle of design that suggests movement or action. Rhythm is usually achieved through the repetition of lines, shapes, colors, and more.
- d. *Seals* have been discovered by archaeologists from the Harappa sites are mostly depict human figures.
- e. *Design* is the creation of the products and the services that people use.
- f. In the visual arts, the *composition* is the placement or arrangement of visual elements.
- g. *Visual balance* is achieved when all parts of composition have irregular weight and appear to be stable.
- h. *Web design* is the process of creating websites. It encompasses several different aspects, including webpage layout, content production, and graphic design.
- i. The *electrotype* moulding process is mainly done with the help of clay.
- j. Sans Serif font has the small strokes at the top or bottom of the letter.

**Very Short Questions: Question no 4-9: Each question carrying 2 marks.**

**2x6= 12**

- Q. No. 4. What is a visual aid? Give an example to illustrate your point. 1+1=2
- Q. No. 5. What is the difference between a typeface and a font? Give an example. 1+1=2
- Q. No. 6. What is composition? Describe the importance of composition in poster design. 2
- Q. No. 7. Explain the relationship between the branding and logo. 1+1=2
- Q. No. 8. What is design ergonomics? 2
- Q. No. 9. Explain, how layout is differs from composition in terms of design. 1+1=2

**Short Question: Question no. 9-15: Each question carrying 4 marks.**

**4x7= 28**

**Q.no: 9.** How do *design elements* and *principles* interact with one another? Briefly describe design elements with examples. 1+3=4

**Q.no: 10.** Describe the importance of *Printing Technology* in contemporary society. Discuss few types of traditional printing technology and their use. 2+2=4

**Q. no. 11.** What is advertising? What are the important elements of advertising? Explain with appropriate examples. 1+2+1=4

**Q. no. 12.** What is visual communication? Discuss various approaches to visual communication in your own words. 2+2=4

**Q. no. 13.** Describe the Essential elements of posters design. Illustrate your point with few examples. 3+1=4

**Q. no. 14.** Write a short note on the Indus Valley/ Harappan seals. Explain the purpose of the seals during that time. 3+1=4

**Q. no. 15.** How does branding play a significant role in successful advertising? Give an example of any brand that you prefer. 2+2=4