

Total No. of printed pages = 6

END SEMESTER EXAMINATION – 2021

Semester : 5th (New)

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 with suitable answers :

1×10=10

- (i) _____ is the relative lightness or lightness of a color.
- (ii) _____ color scheme has only one color and its values (light and dark).

[Turn over

(b) _____ is the area of a picture or design that appears to be closest to the viewer.

(i) Form (ii) Foreground

(iii) Background (iv) Proportion

(c) _____ is part of artwork that appear farthest away from the viewer.

(i) Background (ii) Harmony

(iii) Foreground (iv) Pictographs

(d) _____ is the act of organizing the elements of an artwork into harmoniously unified whole.

(i) Expression (ii) Motif

(iii) Composition (iv) Proportion

(e) _____ is the tendency to complete partial forms or shapes by seeing lines that don't exist

(i) Value

(ii) Form

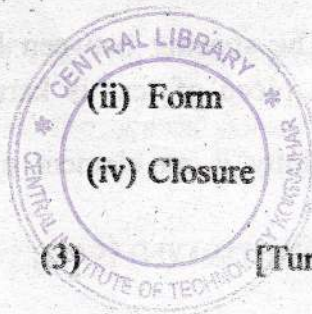
(iii) Line

(iv) Closure

8/AMT-503/GD&C(N)

(3)

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3. State true or false for the following statements :

1×10=10

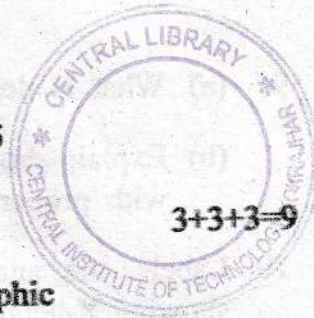
- (i) White space refers to the vacant space between text and other design elements on a page.
- (ii) Line is a path made by moving point.
- (iii) Two secondary colors makes tertiary colors.
- (iv) Shapes are three dimensional.
- (v) Asymmetrical is a type of balance in which both sides of a composition are balanced yet different.
- (vi) Tertiary colors are obtained by mixing secondary colors.
- (vii) San serif refers to typefaces that don't have any visual embellishments.
- (viii) Illusion is a false believe about something we see.
- (ix) The spacing between letter or characters in a piece of text is kerning.
- (x) Unity is an element of graphic design.

8/AMT-503/GD&C(N) (4)

60(W)

PART - B

Marks - 45



4. Discuss the following :

(a) Vector and Raster graphic

(b) Readability and Legibility

(c) Contrast and Balance

5. (a) Explain about Gestalt law in brief. 4

(b) "Layout enhances the usual appearance of design". Describe the different types of layout. 5

6. (a) What do you mean by kerning and tracking ? 4

(b) How can the appropriate use of fonts enhance the design ? 5

7. (a) What are the principles of composition ? 4

(b) What is the role of drawing in professions such as Graphic Design ? 5

8. (a) Write a brief note on color scheme. 4

(b) Explain about the warm colors and cool colors. 5

8/AMT-503/GD&C(N) (5)

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9. (a) What is design brief? 4
- (b) Explain about the stages of the design process with proper diagram. 5
10. Label the anatomy of the alphabets A,x,T,g showing X-height, baseline, bowl, Shoulder, arm, ascender and descender. 5+4=9

