

Total No. of printed pages = 3

AMT-503/GD/5th Sem/2016/N

GRAPHIC DESIGN AND COMMUNICATION

Full Marks – 70

Pass Marks – 28

Time – Three hours

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

Answer any *seven* questions :

1. Define the following with appropriate illustrations

Choose any *five*

5×2=10

- (a) Line
- (b) Texture
- (c) Size
- (d) Shape
- (e) Space
- (f) Colour
- (g) Value.

[Turn over

2. Draw five geometric shapes in 2D form and transform them into 3D form. 10
3. Differentiate between the following. Use illustrations if necessary. $5+5=10$
- (a) Form and Function
 - (b) Figure and Ground.
4. Using five different geometric shapes, compose a scenario. You can repeat one geometric shape for two times only. Also you have to first list out the geometric shapes on the side of the main composition. 10
5. What is Gestalt Laws ? Define any three laws with appropriate examples. 10
6. Describe the following in typography with appropriate illustrations. 10
- (a) X-height
 - (b) Ascender
 - (c) Descender.
 - (d) Baseline
 - (e) Cap height.

7. Discuss how Typography influence graphic design. 10
8. In printing technology, we need to follow some basic rules while designing. Discuss any five of them with illustrations, if necessary. 10
9. Differentiate between the work flow processes of Print media and Digital media projects. 10