

Total No. of printed pages = 6

AMT-503/GDC/5th Sem/2017/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.

### PART – A

1. Multiple choice questions :  $1 \times 15 = 15$

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

(i) Proportion                      (ii) Illusion

(iii) Graphic design              (iv) Optical illusion

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

(i) Expression                      (ii) Illusion

(iii) Graphic design              (iv) Proportion

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- (c) \_\_\_\_\_ that indicates area between, around, above, below or within something.
- (i) Space                      (ii) Hue  
(iii) Value                      (iv) Balance
- (d) \_\_\_\_\_ is the area of a picture or design that appears to be closest to the viewer.
- (i) Form                      (ii) Foreground  
(iii) Background              (iv) Proportion
- (e) \_\_\_\_\_ is closed 2 dimensional area.
- (i) Value                      (ii) Shape  
(iii) Space                      (iv) Shade
- (f) \_\_\_\_\_ is a colour scheme that uses colours that sit side by side on the colour wheel and have a common hue.
- (i) Colour scheme      (ii) Triad scheme  
(iii) Monochromatic      (iv) Analogous
- (g) \_\_\_\_\_ are the rules that are used to help organize the elements of art.
- (i) Principles of design  
(ii) Elements of art  
(iii) Graphic design  
(iv) Illusion

- (h) \_\_\_\_\_ is the act of organizing the elements of an artwork into harmoniously unified whole.
- (i) Expression              (ii) Composition  
(iii) Motif                      (iv) Proportion
- (i) \_\_\_\_\_ is false believe about something we see.
- (i) Closure                      (ii) Value  
(iii) Illusion                      (iv) Line
- (j) \_\_\_\_\_ is the relative lightness or darkness of a colour.
- (i) Value                      (ii) Balance  
(iii) Space                      (iv) Variety
- (k) \_\_\_\_\_ is a basic element repeated to create a pattern.
- (i) Shape                      (ii) Form  
(iii) Motif                      (iv) Hue
- (l) \_\_\_\_\_ is the characterization of a colour as either warm or cool.
- (i) Template                      (ii) Temperature  
(iii) Trademark                      (iv) Texture

(m) \_\_\_\_\_ creates a very casual or natural effect.

(i) Asymmetry balance

(ii) Balance

(iii) After image

(iv) Colour

(n) \_\_\_\_\_ is the practice of establishing a memorable reputation for a product or a company.

(i) Tint

(ii) Balance

(iii) Branding

(iv) Expression

(o) \_\_\_\_\_ is emotional, cultural, or social content of a design.

(i) Engravings

(ii) Branding

(iii) Intensity

(iv) Expression.

2. Answer the following questions in short :

5×2=10

(a) List out the elements of graphic design.

(b) What are additive and subtractive colours ?

(c) Define kerning in typography.

(d) What are raster and vector graphics ?

(e) What is CMYK in print media ?

### PART – B

3. Answer any *three* of the following questions :

10×3=30

(a) Define the following with appropriate illustrations. Choose any five. 5×2=10

(i) Pattern

(ii) Balance

(iii) Contrast

(iv) Unity

(v) Rhythm

(vi) Harmony

(vii) Proportion.

(b) (i) Explain the different types of colour schemes. 5

(ii) Draw the colour wheel demonstrating the primary, secondary and tertiary colours. 5

(c) While designing an advertisement for print media, what are the important things we need to keep in mind and why ? 10

(d) Differentiate between product campaign and campaign on social issues with proper example or illustration. 10

(e) What are the key factors to follow while designing a banner for digital media ? List out at least five factors. 10

4. Answer any *one* of the following questions :

15×1=15

(a) Using the following technique create beautiful logo with proper explanation. 8+7=15

(i) Figure and ground

(ii) Law of continuity.

(b) Define the anatomical characteristics of the following letters A, x, T, g, F using illustration to show X-height, Ascender, Descended, Baseline, Cap-height wherever applicable.

5×3=15