

Total No. of printed pages = 4

AMT-503/GDC/5th Sem/2018/M

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 : $2 \times 5 = 10$

(a) _____ that indicates an area between,
around, above, below, or within something.

(i) space

(ii) hue

(iii) value

(iv) balance

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

(i) Expression

(ii) Composition

(iii) Motif

(iv) Proportion

[Turn over

(c) ——— refers to 2 dynamics in a work of art that parts of things within a work of art are the right size in relationship to another.

(i) Proportion (ii) Composition

(iii) Foreground (iv) Expression

(d) ——— is the practice of establishing a memorable reputation for a product or a company.

(i) Tint (ii) Balance

(iii) Branding (iv) Expression

(e) ——— is a visual journey along a page created by the careful placement of lines, shapes or forms and color.

(i) Visual path (ii) Template

(iii) Gestalt (iv) Space

2. Answer the following questions in short :

3×5=15

(a) State the principles of graphic design.

(b) What are additive and subtractive colours ?

- (c) Define leading in typography.
- (d) Differentiate raster and vector graphics.
- (e) What is RGB in digital media ?

PART – B

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

(a) Define the following with appropriate illustrations : 2×5=10

- (i) Line
- (ii) Texture
- (iii) Form
- (iv) Shape
- (v) Text

(b) (i) Explain a brief history of the colour wheel. 5

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

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

(d) What kind of platform would you prefer for campaigning of a social issue. Justify your answer with proper example. 10

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

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

(i) Law of proximity

(ii) Law of continuity

(b) Draw and define the anatomy of word "TYPOGRAPHY" using illustration to show X-height, counter, loop, Baseline, Cap-height, stem, bar, ascender. $5 \times 3 = 15$