

Total No. of printed pages = 3

BMD 161205

Roll No. of candidate

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2017

B. Des. 2nd Semester End-Term Examination

INTRODUCTION TO GRAPHIC DESIGN

Full Marks –100 Pass Marks – 35 Time – Three hours

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

PART – A

1. Define any *five* questions in short : $5 \times 2 = 10$

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

[Turn over

2. Write short notes on any *two* with proper examples : 2×5=10
- (a) Grid and layout
 - (b) Figure and ground
 - (c) Composition
 - (d) Form and function
 - (e) Text and images.

PART – B

3. What is Gestalt psychology ? Define Gestalt properties in your own understanding. 10
4. Discuss how Typography influence graphic design. Use appropriate examples and illustrations if necessary. 10
5. Differentiate between the workflow process of print media and digital media projects. 10

PART – C

6. Using five different geometric shapes, compose a scenario. You can repeat one geometric shape for two times only. Also you have to list out first the geometric shapes on the side of the main composition. Use black pencil only. 15

7. Describe the following in Typography with appropriate illustrations : 15

- (a) X-height
- (b) Ascender
- (c) Descender
- (d) Baseline
- (e) Cap height.

PART - D

Marks - 20

8. You have studied different types of font styles such as Serif, Sans Serif and Slab Serif etc. in typography subject. Carefully study the below instructions and answer as directed.

Part 1 : Take the letters A, f, X, t, y as shown and draw these in Serif and Sans Serif font style. You can take any appropriate size as suitable for the fonts.

Part 2 : In similar direction to the above instruction, write your first name only in Serif and Sans Serif font style. Make your drawings clean and beautiful.