

Total No. of printed pages = 4

**BMD 171205**

Roll No. of candidate

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**2018**

**B.Des. 2<sup>nd</sup> Semester End-Term Examination**

**INTRODUCTION TO GRAPHIC DESIGN**

Full Marks – 70

Time – Three hours

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

Answer question No. 1 and any FOUR from the rest :

1. Select the correct answer :

(10 × 1 = 10)

- (a) Which of the following do not shape a line
- (i) Horizontal
  - (ii) Vertical
  - (iii) Zigzag
  - (iv) Point
- (b) Which of the following do not have a colour
- (i) Water
  - (ii) Smoke
  - (iii) Ash
  - (iv) Powder

**[Turn over**

- (c) Texture defines
  - (i) The surface of an object
  - (ii) The colour of an object
  - (iii) The shape of an object
  - (iv) All of the above
- (d) Size of an object create
  - (i) Contrast
  - (ii) Attention
  - (iii) Importance
  - (iv) All of the above
- (e) Shape may be
  - (i) Geometric
  - (ii) Natural
  - (iii) Abstract
  - (iv) All of the above
- (f) Space is defined by
  - (i) Area around the element
  - (ii) Colour of the element
  - (iii) Size of the element
  - (iv) Shape of the element
- (g) According to Gestalt principles
  - (i) The whole has a reality of its own, independent of the parts
  - (ii) The part has its own identity, but the whole does not
  - (iii) Both parts and whole have the same identity
  - (iv) All of the above

- (h) According to law of closure
- (i) Our perception don't allow to connect the visual gaps
  - (ii) Our perception fills in the visual gaps
  - (iii) Our perception allow us to follow a path
  - (iv) Our perception makes a new form from the parts.
- (i) Select the odd one out
- (i) Anal and Times New Roman
  - (ii) Serif and sans serif
  - (iii) Demography and calligraphy
  - (iv) Letter size and letter spacing
- (j) The space between baseline and mean line is called
- (i) Ascender height
  - (ii) Cap height
  - (iii) X-height
  - (iv) None of the above.

2. What are the basic elements of graphic design? Define them with appropriate illustration. (15)

3. (a) What do you mean by Form and Function?

(b) "*Form and Function go hand in hand*" — describe this statement with appropriate example and illustration. (6+9=15)

4. Define any three gestalt principles from the following with appropriate example and illustration.
- (a) Law of similarity
  - (b) Law of closure
  - (c) Law of common fate
  - (d) Law of good gestalt
  - (e) Law of past experience. (3 × 5 = 15)
5. (a) What is typography or type design? Define in your own language.
- (b) Describe the scope of typography. (6+9=15)
6. Properly illustrate the following terminology used to describe anatomical structures in typography. (any Five)
- (a) Apex
  - (b) Crossbar
  - (c) Serif
  - (d) Counter
  - (e) Loop
  - (f) Ear. (5 × 3 = 15)
7. (a) Differentiate between print media and digital media technology with appropriate examples.
- (b) Describe key points to be considered while creating artwork files for print and digital media. (6+9=15)
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