

Total No. of printed pages = 4

BMD 171301

Roll No. of candidate

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2017

B.Des. 3rd Semester End-Term Examination

WORLD OF IMAGES AND OBJECTS

Full Marks – 100

Time – Three hours

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

PART A — (Compulsory)

1. Multiple selection type question. Following questions have four options of answers. There may be one or more than one correct answer for each questions. You need to select the correct answers carefully.
(5 × 2 = 10)

- (a) Following are the statements that could define the characteristics of an image. List out the correct statements.
- (i) Images may be two-dimensional, such as a photograph or screen display, or three-dimensional, such as a statue or hologram.
 - (ii) One single image can be converted into many formats required for different purposes.
 - (iii) Composing an image is an art.
 - (iv) Conversation can be also be referred as an image.

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- (b) Moving image means _____
- (i) Movement of group of images.
 - (ii) Movie or a video.
 - (iii) A static image like poster.
 - (iv) A sound source that create image.
- (c) Non-digital image could be _____
- (i) A painting.
 - (ii) A photograph taken by a mobile phone.
 - (iii) Satellite images.
 - (iv) 3D images.
- (d) To use an image for a specific purpose such as printing a poster or making a movie _____
- (i) We should know the format of the image.
 - (ii) We should know the image quality.
 - (iii) We can use any image available whether digital or non-digital.
 - (iv) Image format does not really matters.
- (e) Factors influencing the expression of an object could be _____
- (i) Colour of the image.
 - (ii) Focus point of the image.
 - (iii) Format of the image.
 - (iv) File size of the image.

PART B — (Answer any six questions.)

2. You are commissioned to do a LOGO design for a company who is involved in organizing weddings and parties. Based on your own understanding and visualization give answers to the following points.
- (a) Which colours do you prefer to put in the logo that you will design? Explain with justification.
 - (b) Which software do you prefer to create the logo in very high quality and why.
 - (c) Which format will you choose for the logo to be used in
 - (i) Digital media such as website, e-mailer, web-banner etc.
 - (ii) Print media such as postcard, stationery, visiting card, billboard etc.
 - (iii) Moving media such as TV commercial, web animation etc. (15)
3. Expression of an image depends on many factors. List out at least five factors and discuss one of the factor in brief Also illustrate the following expressions with simple sketch :
- (a) Angry
 - (b) Happy
 - (c) LOL (laughing out loud)
 - (d) Flirting
 - (e) Cheers. (15)
4. Draw real life objects based on each of the following geometric shapes :
- (a) Cylinder
 - (b) Cone
 - (c) Hexagon
 - (d) Circle
 - (e) Semi-circle. (15)

5. How colour, form and shape influence an object. Discuss with appropriate example. Use illustration if necessary. (15)
6. You have studied many things in the history of art. Discuss the developments of art in the "Medieval to Contemporary" eras with at least five key points. (15)
7. In your mini project of 2D to 3D transformation of objects, you have followed a process to complete the exercise. List out the steps that you followed while doing that. Also draw the 2D view of the project with black pencil only. (15)
8. While composing images for 3D simulation for car driving exercise how will you visualize the part images? Illustrate the exercise with proper sketch. (15)
9. Draw a beautiful scenery with pencil (Black and White only) by your own imagination and do the following :
 - (a) Describe the visual appeal of the scenery in black and white and if it is coloured.
 - (b) What colour scheme do you like to put if you are asked to make the scenery in single colour tone (other than black and white) and why?
 - (c) Does your scenery has story behind? Express in brief. (15)