2025

ART FUNDAMENTALS AND GRAPHICS DESIGN
Full Marks: 100

Time: Three hours

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

*Answer **any five** questions.*

---

1. **a.** Explain the *fundamentals* of art in the context of graphic design. How do they contribute to effective visual communication?   *5+5=10*

   b. Discuss the role of *text* and *image* in graphic design. How can their interplay influence the overall impact of a composition?   *5+5=10*

2. **a.** What is a *layout grid* in graphic design? Why is it important in creating visual designs? Explain your answer with a suitable example.   *4+4+2=10*

   b. What do you mean by *typography*? Why is it important in making good graphic designs? Give examples to support your answer.   *2+5+3= 10*

3. **a.** What is the difference between *typography, font,* and *typeface*? Explain each term with an example.   *6+4=10*

   b. What are the key design elements of *fonts*? Discuss each element with appropriate illustrations.   *5+5=10*

4. **a.** What are the primary *structural elements* of *typography*? Explain each element with suitable examples.   *5+5=10*

   b. Why is it important to understand the different parts of *letters* in *typography*? How does this help in making designs easier to read and understand?   *5+5=10*

5. **a.** Describe the various elements involved in *poster design*. Explain each element with examples.   *6+4=10*

   b. What do we mean by *brand identity*? How does it help consumers recognize and feel about a brand?   *4+6=10*

6. **Write all the short notes** *(Each carrying 5marks)*   *5x4=20*
   a. Serif vs. Sans-Serif Fonts
   b. Layout and Composition in Graphic Design
   c. Elements and Principles of Art
   d. Technology in Digital Media Design

****