

**Total number of printed pages: 02      Programme (PG)/1<sup>st</sup>/MMD102**

**2024**

**COMMUNICATION DESIGN**

*Full Marks : 100*

**Time : Three hours**

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

***Answer any five questions.***

1.	a	List out 5 elements of design with examples.	10
	b	Describe positive and negative space with appropriate example.	10
2	How grid and layout help in designing the following items? Describe with appropriate illustrations.		
	a	A print magazine	5
	b	A website	5
	c	A newspaper	5
	d	A mobile app layout	5
3	a	What is composition and how it helps in various subjects like photography, graphic design, illustrations etc.? Explain with examples.	10
	b	“Form follows function” – explain this statement with examples. Use illustration wherever necessary.	10
4	Describe the following with appropriate illustrative examples.		
	a	Gestalt law of Similarity	5
	b	Gestalt laws of Closure	5
	c	Gestalt laws of Symmetry	5
	d	Law of good Gestalt	5
5	a	Discuss about the scope of typography.	10

	b	Differentiate between Serif and Sans-serif font with illustration.	10
6	a	Describe all the guidelines used in typography parameters with the help of appropriate letters for uppercase and lowercase.	10
	b	Write the word “Multimedia Design” in both Serif and Sans-serif style clearly.	10
7	Describe the following parameters of a typeface with illustration using appropriate guidelines.		
	a	Horizontal bar	4
	b	x-height	4
	c	Cap height	4
	d	Descender line	4
	e	Counter	4

