

2021

COMMUNICATION DESIGN

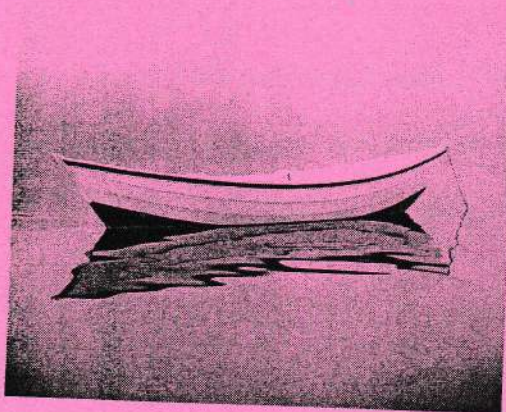
Full Marks: 100

Time: Three hours

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

Answer any five questions.

1. a) Describe any five (5) elements of graphic design with appropriate illustrations. 10
Intelligent use of positive and negative space renders beautiful results. Describe this statement with a beautiful illustration where use of positive and negative space can show wonders. 10



2 a)

Create three (3) different captions for the image shown above.

- b) Differentiate between grid and layout with proper justification. 8



- Form follows function. This is a very practical and important statement in design practice. How will you justify this statement in real life projects? Describe through a conceptual project where you can showcase the applicability of this statement.
- 3 20
- 4 a) Describe figure and ground phenomenon through illustration. 10
 b) Using figure and ground phenomenon write your first name 10
- 5 Using beautiful illustration only describe the following - 5x4=20
 a) Unity 5
 b) Harmony 5
 c) Symmetry 5
 d) Balance 5
- 6 a) Discuss about the scope of typography in today's digital world 12
 b) Describe Serif and Sans Serif typeface with appropriate illustration 8
- 7 Describe the following typographic parameters using illustration 4x5=20
 a) x-height 4
 b) Horizontal bar 4
 c) Bowl 4
 d) Descender line 4
 e) Cap height 4
- 8 Design a poster on "Digital Education" and describe how you will apply grid and layout to your design. 20

