

Total No. of printed pages = 2

PG/1st Sem/PMCD 102

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. Define the following elements of design with appropriate illustration : 5×4=20
 - (a) Line
 - (b) Texture
 - (c) Shape
 - (d) Value.

2. Differentiate between positive and negative space and figure and ground with the help of illustration. 20

[Turn over

3. How will you define grid and layout which could be used in
- (a) A magazine 7
 - (b) A website 6
 - (c) A newspaper. 7
4. (a) What is composition? Describe with illustration. 12
- (b) List out the conventional composition techniques. 8
5. What is Gestalt Psychology? How Gestalt properties influence human psychology? Describe with appropriate illustration. 20
6. (a) What is typography? 10
- (b) Discuss about the scope of typography. 10
7. Describe the following parameters of a typeface with illustration and appropriate guidelines. 4×5=20
- (a) Ascender line
 - (b) x-height
 - (c) Vertical bar
 - (d) Loop
 - (e) Collar.