

Total number of printed pages: Programme (PG)/Semester - 1/PMCD102

2023

**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	
	a Colour	5
	b Shape	5
	c Texture	5
	d Value	5
2.	Describe the difference between positive & negative space and figure & ground with the help of appropriate illustration.	20
3.	Describe the use of grid and layout by applying on the below mentioned subject	
	a A magazine	7
	b A website	6
	c A newspaper	7
4.	a Describe form and function with illustrative examples.	10
	b "Form follows function" – explain this statement with examples. Use illustration wherever necessary.	10
5.	Describe the following with appropriate illustrative examples.	
	a Gestalt properties – Reification & Invariance	10
	b Gestalt Laws – Law of Closure & Law of Symmetry	10

6	a	Discuss about the scope of typography.	10
	b	Differentiate between Serif and Sans-serif font with illustration.	10
7		Describe the following parameters of a typeface with illustration using appropriate guidelines.	
	a	Horizontal bar	4
	b	x-height	4
	c	Arm	4
	d	Bowl	4
	e	Counter	4

