

Total number of printed pages: 02 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.	Describe the following elements of design with appropriate examples.		
	a	Colour	5
	b	Shape	5
	c	Texture	5
	d	Value	5
2.	Describe the following with appropriate illustrations.		
	a	Positive and negative space	10
	b	Figure and ground	
3.	How grid and layout help in designing the following items? Describe with appropriate illustrations.		
	a	A magazine	7
	b	A website	6
	c	A newspaper	7
4.	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
5.	Describe the following with appropriate illustrative examples.		
	a	Gestalt law of symmetry	5

	b	Gestalt laws of Closure	5
	c	Gestalt laws of Proximity	5
	d	Law of good Gestalt	5
6	a	Discuss about the scope of typography.	10
	b	Differentiate between Serif and Sans-serif font with illustration.	5
	c	Write the word "Multimedia Design" in both Serif and Sans-serif style clearly.	5
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

