Total No. of printed pages = 3

2022

INTRODUCTION TO GRAPHIC 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 with appropriate illustration : 5×4=20

   (a) Colour

   (b) Size

   (c) Space

   (d) Value.

2. (a) Differentiate Grid and Layout with appropriate examples. 10

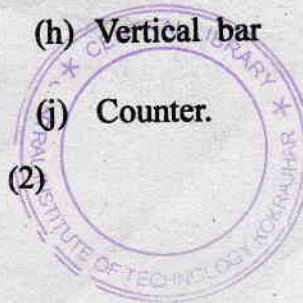   (b) "Form follows function" – Justify this statement with appropriate example and illustration. 10

[Turn over

3. (a) Describe any two Gestalt laws with examples from our real life. 10

   (b) How Gestalt psychology influence our brain in real ? Explain with example. 10

4. (a) What is typography ? Briefly describe in your own understanding. 5

   (b) What are the scope of typography ? Discuss with examples. 7

   (c) Illustrate the differences between Serif and Sans serif typeface. 8

5. With good quality illustration showcase the following anatomical parameters of a typeface :
   $2 \times 10 = 20$

   (a) Baseline   (b) Ascender height

   (c) Ear   (d) Crossbar

   (e) Collar   (f) Loop

   (g) Serif   (h) Vertical bar

   (i) Bowl   (j) Counter.

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6. Describe the following :

    (a) Screen printing   6

    (b) Offset printing   7

    (c) Digital printing.   7

7. Write down in detail about the Font design project that you have done with following points :

    (a) The detailed process of initial visualization stage with concept phase.   10

    (b) How you have developed the font using various software ?   10