

Total number of printed pages: Programme (UG)/2nd/UMCD204

2023


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 elements of design with appropriate illustration of examples.	
	a	Colour	5
	b	Texture	5
	c	Contrast	5
	d	Shape	5
2.	a	Define positive and negative space with illustrative examples.	10
	b		10
		Looking at the above picture compose two dialogues in two different contexts/situations. Explain the situation with your dialogues.	
3	a	How grid and layout help in composing a design for a folding brochure? Describe with the folding brochure that you have designed in your practical class.	12

	b	How grid and layout helps in composition of Newspaper design? Describe with example.	8
4	a	Describe the scope of typography in modern context and its future scope.	10
	b	Differentiate between Serif and Sans Serif typeface.	10
5	a	Using Gestalt law of symmetry design a logo for a cosmetic company named "FAIR". Describe the application of law of symmetry in the logo also.	15
	b	Illustrate Gestalt law of continuity based on nature.	5
6		Illustrate the following typography parameters.	2x10 = 20
		<ul style="list-style-type: none"> a. x-height b. apex c. horizontal bar d. arm e. mean line f. ascender height g. vertical bar h. descender line i. cross bar j. counter 	
7	a	Describe the offset printing process and its advantages.	10
	b	Describe the digital printing process and its advantages.	10