

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

2025

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.	Using the following elements of design draw a scene of a class room and mention where you have applied the elements.		
	a	Colour	5
	b	Texture	5
	c	Contrast	5
	d	Line	5
2.	a	Describe with an illustrative example how positive and negative space could create aesthetic beauty.	10
	b	Figure and Ground technique is very interesting and widely applied in creative photography. Illustrate two different types of Figure and Ground concept where in one concept, Figure is Ground and other concept Ground is the Figure.	5 + 5
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. Illustrate everything for detailed description.	12
	b	What is composition? Describe any one composition technique with appropriate illustration.	3+5
4	a	Describe the scope of typography for motion pictures such as Films, Motion Advertising, Documentary movies etc.	10
	b	Describe any four categories of typeface with appropriate illustrative examples.	10

5	a	Describe all the Gestalt properties with appropriate examples. Show the examples with drawing.	12
	b	What is Gestalt Law of past experience? Describe with example.	8
6		Illustrate the following typography parameters.	2x10 = 20
		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	Infographics design is one of the most important subject in Graphic and Communication design. How infographics help us in understanding complex subjects? Describe with the help of an example.	10
	b	List out the key considerations while making a design for printing.	10