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Total No. of Printed Pages: [1]

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B.Sc. (Graphics & Web Designing) (Semester – 3rd)

ELEMENTS OF DESIGN

Subject Code: BGWDS1302

Paper ID: [21132611]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a) Define visual perception in the context of art and design?
- b) What is phenomenology in the context of design?
- c) What does 'texture' refer to in visual elements?
- d) Define tessellation in the context of design?
- e) Explain the concept of balance in color composition?
- f) What is the difference between positive and negative space in a composition?
- g) Define the principle of 'unity' in composition?
- h) What is asymmetrical balance?
- i) What are primary colors and why are they important in the color wheel?
- j) Describe the difference between warm colors and cool colors?

Section – B

(5 marks each)

- Q2. Explain with example the significance of 'critical thinking' in the analysis of 2D art?
- Q3. Describe how 'color' functions as a design element and its impact on visual perception.
- Q4. Analyze the psychological effects of warm and cool colors in visual compositions.
- Q5. Explain the concept of 'center of interest' in composition and discuss how it can be achieved in an artwork.
- Q6. Describe how hues, tones, tints, and shades contribute to the depth and richness of a color palette.

Section – C

(10 marks each)

- Q7. Compare and contrast the use of color in achieving balance and harmony in a composition. Provide examples to support your discussion.
- Q8. Discuss the role of typography in design as both text and image. Provide examples of how typography can function in these dual roles.
- Q9. Illustrate the role of color schemes in enhancing visual storytelling and branding. Provide examples.