

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Architecture and Design
Bachelor of Design in Advertising Graphics and Web Design
Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

Sem II - B1UF201T - Introduction to Modern Graphics Design II

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Describe Shape and Form? K2 (2)
- 2) Outline the importance of line in Elements of design? K1 (3)
- 3) Describe the role of negative and positive space in EOD? K2 (4)
- 4) Compare the use of color and texture as elements of design, focusing on their impact on visual appeal and mood. K2 (6)
- 5) Explain how the elements of texture and space can be used to create depth and visual interest in a painting. K3 (6)
- 6) Characterize the role of color in conveying mood and atmosphere in a painting. K3 (9)
- 7) Diagnose the use of contrast and balance as elements of design in a photography composition. K4 (8)
- 8) Summarize the role of balance in creating visual harmony within a graphic design composition. Support your answer with a sketch. K4 (12)

OR

- Explain how the use of negative space can enhance the focal point in a photograph. K4 (12)