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Total No. of Pages : 02

Total No. of Questions : 11

M.Sc. AMT (2018 Batch) (Sem.-2)
GRAPHIC DESIGN & VISUAL ART

Subject Code : MAMT-203-18

M.Code : 76319

Time : 3 Hrs.

Max. Marks : 70

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SEVEN questions carrying FIVE marks each and students have to attempt any SIX questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Define Visual Art
- b) Visual ideas
- c) Text
- d) Peace and contrast
- e) Photography
- f) Contrast and harmony
- g) Color proofs
- h) Press check
- i) Banner ad
- j) Fundamentals of colors

SECTION-B

2. Give a standard definition of design.
3. What are the advantages of digital printing?
4. What are the methods of achieving color legibility?
5. Differentiate between size and format.
6. Illustrate your understanding of the anatomy of type.
7. How are emphasis and hierarchy related to each other?
8. What is the importance of composition?

SECTION-C

9. Discuss the principles of design by Giving suitable examples.
10. Write a detailed note on skills used to build visual communication.
11. What are the do's and don'ts of mobile application design?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.