Total No. of Questions : 16

B.Sc. (Graphics & Web Designing)(Sem.–3)

ELEMENTS OF DESIGN
Subject Code : UGWD-1905
M.Code : 78472

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.**

SECTION-A

Write briefly:

1) What do you mean by secondary colors?

2) What is the purpose of phenomenology?

3) What are the five elements of perception?

4) What are the principles of visual perception?

5) What is the difference between Harmony and rhythm?

6) What do you understand by the term Hue?

7) Write a short note on character visual elements?

8) How do you use triadic color scheme?

9) How do you express balance in a composition?

10) What is the purpose of emphasis?

SECTION-B

11) a) Explain the concept of warm color and cool color.

   b) Discuss in detail about complementary colors scheme.

12) Write a short note on the following :

   a) Black and White Composition

   b) Positive and Negative Composition

13) a) Explain the concept of Harmony and unity in detail.

   b) Illustrate the uses of visual elements.

14) What is balance? What are the types of balance in visual design? Explain with the help of diagram.

15) Explain how typography can be combined as text and image. Explain by giving suitable example.

16) Explain different color schemes in detail.

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.